



FOR IMMEDIATE RELEASE

LG OPENS NEW ERA OF 3D MONITORS WITH BRIGHTEST, MOST COMFORTABLE 3D VIEWING

CINEMA 3D Monitors Awarded Certified to be “Flicker-Free”

SEOUL, Apr. 26, 2011 – LG Electronics (LG) today announced the release of two CINEMA 3D Monitors –D41P and D42P – equipped with LG’s new Film Patterned Retarder (FPR) 3D technology. With FPR 3D technology, the monitors offer a brighter display, clearer images, and a “Flicker-Free” certified 3D picture that makes 3D viewing more comfortable.



“Although 3D is one of the hottest items in technology today, some consumers are holding back from purchasing 3D products because of concerns over performance and price,” said Si-hwan Park, Vice President of the Monitor Division, LG Home Entertainment Company. “With CINEMA 3D Monitors, we’ve addressed all these concerns. The advanced picture quality, more comfortable glasses and competitive pricing makes it very hard to keep putting off 3D.”

The monitors’ “Flicker-Free” certification, shared with LG’s CINEMA 3D TVs, was awarded by TÜV and Intertek, two of Europe’s top safety certification agencies. The certification recognizes that LG’s CINEMA 3D Monitors have largely eradicated onscreen flicker, which had occasionally caused dizziness and nausea among viewers watching conventional 3D displays. With CINEMA 3D Monitors, viewers are now able to watch 3D content for longer periods in greater comfort.



Thanks to LG's FPR technology, LG CINEMA 3D Monitors also provide clearer, brighter 3D images and lower crosstalk, meaning less eyestrain. In contrast with conventional 3D glasses, LG CINEMA 3D glasses are lightweight and entirely free of electrical parts, so and the glasses are lighter – thus more comfortable – and they never need to be recharged.

LG CINEMA 3D Monitors also boast great compatibility. The monitors work with all graphic cards and are compatible with popular home PC operating systems. They support HDMI 1.4 for easy hook-up with other 3D devices, making it possible to play 3D content without a PC. Also, a 2D to 3D conversion function converts regular content into top-quality 3D on the fly, so viewers will never be short of 3D content to enjoy.

In addition, a recent detailed survey conducted in five markets by Research Company TNS found that 77 percent of respondents expressed a preference for FPR type 3D monitor based on image quality, comfort and convenience of glasses. The survey involved blind testing after the product demonstration of almost 230 consumers across both Shutter Glass (SG) type and FPR type 3D monitor with respondents viewing a series of 3D video clips on each screen.

The LG Cinema 3D Monitor will be launched in Korea today and will be rolled out globally early June starting in Europe.

SPECIFICATIONS

	D2341P	D2242P	D2342P	D2542P
Screen Size	23W	21.5W	23W	25W
Brightness	250nits (2D) 100nits (3D)	.	.	.
Contrast Ratio	5M:1	.	.	.
Response Time	5ms	.	.	.



Native Resolution	1920X1080	.	.	.
User Interface	D-sub, DVI-D	D-sub, DVI-D HDMI (3D Support)	D-sub, DVI-D HDMI (3D Support)	D-sub, DVI-D HDMI (3D Support)
Special Feature	3D Player (S/W) 2D to 3D conversion	3D Player (S/W) 2D to 3D conversion	3D Player (S/W) 2D to 3D conversion	3D Player (S/W) 2D to 3D conversion

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About LG Electronics, Inc.

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing more than 93,000 people working in over 120 operations around the world. With 2010 global sales of KRW 55.8 trillion (USD 48.2 billion), LG comprises four business units – Home Entertainment, Mobile Communications, Home Appliance, and Air Conditioning & Energy Solutions. LG is one of the world’s leading producers of flat panel TVs, mobile devices, air conditioners, washing machines, and refrigerators. LG has signed a long-term agreement to become both a Global Partner and a Technology Partner of Formula 1™. As part of this top-level association, LG acquires exclusive designations and marketing rights as the official consumer electronics, mobile phone and data processor of this global sporting event. For more information, please visit www.lg.com.



About LG Electronics Home Entertainment Company

The LG Electronics Home Entertainment Company is a top global player in flat panel displays, audio players, video products, monitors, commercial displays and security systems for the consumer and commercial markets. LG's product areas include LCD and plasma televisions, LED LCD monitors, home theater systems, Blu-ray Disc™ players, audio components, video players and plasma display panels. While focusing on creating feature-rich devices, the company is also pursuing stylish designs and pushing technological boundaries to improve the home entertainment experience. LG HE company is also a leader in providing commercial (or B2B) products such as digital signage, video conference system and IP security cameras.

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