

FOR IMMEDIATE RELEASE

LG SUPER LED™ IPS MONITORS TAKE TOP TIPA AWARDS

*With Strikingly Realistic Color and Picture Quality, LG Monitors Named
“Best Entry Level Photo Monitor” at Prestigious Imaging Awards*

SEOUL, May 6, 2011 — LG Electronics (LG) announced today that two SUPER LED™ IPS (In-plane Switching) Monitors have been named “Best Entry Level Photo Monitor” at the 2011 Technical Image Press Association (TIPA) Awards in Istanbul last month.

According to TIPA, LG’s IPS231 and IPS236 monitors were recognized for their precise color rendering capability and wide viewing angle thanks to a combination of fast LED backlighting and state-of-the-art IPS panel technology in addition to their affordability. These features are highly appreciated by amateurs and enthusiasts alike, allowing them to enjoy the full quality of the video and photo image displayed on the screen.

“LG has been a pioneer in the development of IPS panels so it’s especially gratifying to be rewarded for work we always knew was industry-leading,” said Si-hwan Park, Vice President of Monitor Division, LG Home Entertainment Company. “We’re confident that LED LCD monitor technology is the next big thing in monitors and we’re grateful for this recognition of our efforts.”



TIPA (www.tipa.com) consists of 29 member magazines from 13 countries around the world, making it one of the largest and most influential photographic and imaging press associations globally. Every year, the TIPA editors vote and awards for the 40 best products introduced to the market during the previous 12 months, taking into account innovation, cutting-edge technology, design, ease-of-use and the price to performance ratio of the products.

The IPS231 and IPS236 monitors deliver advanced picture quality without any color shift along with a wide viewing angle. The IPS236 has a sophisticated design for general home users and the IPS231 adopted an ergonomic design with a pivot and height adjustable stand convenient for photographers and graphic designers.

LG SUPER LED™ IPS, part of LG's SUPER LED™ monitor line-up, is built on the company's exceptional technology that offers the four advanced features of SUPER Slim, SUPER Picture Quality, SUPER Angle and SUPER Energy Saving.

SPECIFICATIONS

IPS 6

	IPS206T	IPS226V	IPS236V
Panel	IPS, LED BLU	IPS, LED BLU	IPS, LED BLU
Screen Size	20W	21.5W	23W
Native Resolution	1600x900	1920x1080	1920x1080
Brightness (cd/m², Typ.)	250	250	250
Contrast Ratio (DFC)	5,000,000:1	5,000,000:1	5,000,000:1
Viewing Angle (Ver./Hor.)	178/178	178/178	178/178
PC Interface	D-sub, DVI-D	D-sub, DVI-D, HDMI	D-sub, DVI-D, HDMI

IPS 1

	IPS231P
Panel	IPS, LED BLU
Screen Size	23W
Native Resolution	1920x1080
Brightness (cd/m², Typ.)	250
Contrast Ratio (Typ.)	5,000,000:1
Viewing Angle (Ver./Hor.)	178°/178°
PC Interface	D-sub, DVI-D, Audio In
Regulation	EPEAT GOLD, TCO 5.0, EPA 5.0, TUV-GS
Special Feature	SUPER Energy Saving 1Wx2 Speaker 110mm Height Adjustable Stand (Height/ Pivot/Tilt/Swivel)

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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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