

FOR IMMEDIATE RELEASE**LG ‘EZSIGN TV’ AND CINEMA 3D COMMERCIAL DISPLAY
EARN TOP HONORS AT INFOCOMM 2011**

SEOUL, June 21, 2011 -- LG Electronics (LG) was recognized for its leadership in commercial display technologies, earning top industry awards for two of its latest solutions, at InfoComm, the world’s largest commercial audio-visual trade show, June 15-17 in Orlando, Florida, USA. The innovative LG EzSign TV received the Commercial Integrator BEST Award for new digital signage hardware, while LG’s commercial-grade Cinema 3D HDTV was named the “Best LCD Display – Specialty Application” by Rental & Staging Systems magazine.

“LG’s robust portfolio of commercial-grade display solutions helps businesses create an engaging experiences and improved customer interactions,” said Y.K. Cho, senior vice president, Commercial Displays, LG Electronics USA. “These industry awards are recognition that LG is succeeding in this competitive market thanks to our cutting-edge technologies.”

EZSign TV Named Best Digital Signage Hardware

In its inaugural year, the BEST Award was bestowed on LG’s EZSign TV as the best digital signage hardware for 2011. EZSign TV is the first LG digital signage solution to incorporate live TV without additional hardware. It is a turnkey solution that offers business owners an intuitive and cost-effective digital signage display system with the added feature of broadcast television. Content creation is simple, as owners use a personal computer to access a selection of attractive templates, add their own images and text, and then upload the content to the display via a USB drive.

The Commercial Integrator BEST Awards recognize superior products and services for integration businesses. Winners were chosen by a panel of industry experts, integrators

and the editors of *Commercial Integrator* magazine.

LG Commercial 3D HDTV Recognized by *Rental & Display Staging Systems*

Also at InfoComm 2011, LG's commercial Cinema 3D LCD HDTV was awarded the 2011 InfoComm Installation Product Award for the Best LCD Display – Specialty Application By Rental and Staging Systems. The LD950C, LG's first commercial Cinema 3D LCD HDTV, allows businesses to take full advantage of 3D, offering customers new and exciting entertainment experiences in hotel lobbies, restaurants, sports lounges, theaters and other shared spaces. Unlike consumer 3D models that use expensive active shutter 3D glasses, this LG commercial-grade passive 3D HDTV is based on polarized eyewear, similar to those used in movie theaters. LG's polarized glasses are lightweight, more comfortable, and continue LG's legacy of providing amazing stereoscopic 3D HDTV effects.

Considered among the top honors in the commercial staging and AV market, *Rental & Staging Systems*/InfoComm Installation Product Awards recognize the most innovative commercial AV products introduced in 2010.

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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 InfoComm

InfoComm is the largest annual conference and exhibition for AV buyers and sellers worldwide. InfoComm International® is the international trade association representing the professional audiovisual and information communications industries. Established in 1939, InfoComm has more than 5,000 members, including manufacturers, systems integrators, dealers and distributors, independent consultants, programmers, rental and staging companies, end-users and multimedia professionals from more than 80 countries. InfoComm International is the leading resource for AV standards, market research and news. Its training, certification and education programs set a standard of excellence for AV professionals.



Global Web Site www.lg.com

InfoComm International, founder of the USA InfoComm show, also produces trade shows in Europe, Asia and China. Additional information is available at www.infocomm.org.

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