

**FOR IMMEDIATE RELEASE****LG CINEMA 3D TV RECEIVES FULL HD CERTIFICATION**

*LG CINEMA 3D Continues to Gain Market Share as More and More Consumers Realize Benefits of Polarized Glasses Over Shutter Glasses*

**SEOUL, July 10, 2011** -- LG Electronics (LG) announced that its CINEMA 3D TV (47LW570S-ZD) has been certified *FULL HD in 3D-Mode* by VDE, one of the largest technical and scientific international associations in Europe.

“This latest certification proves beyond all doubt that LG’s CINEMA 3D TVs, which already provide the most comfortable 3D viewing experience, deliver 3D in FULL HD,” said Havis Kwon, President and CEO of LG Electronics Home Entertainment Company. “We’re pleased to say we can now put this debate to rest.”

The dispute over LG’s TV had centered on whether the company’s CINEMA 3D TVs truly qualified as FULL HD, defined as a horizontal image containing 1,080 lines of definition. LG’s Film Patterned Retarder (FPR) technology, used on the CINEMA 3D TVs, creates the perception of 3D depth by delivering two 540 line images, one for each eye, that are then combined via the glasses to create a unified 1080p image. The ruling from the VDE delivers the clearest affirmation to date of the validity of LG’s FPR technology.

CINEMA 3D TV has already received a string of endorsements from other institutions and agencies. The China Electronic Chamber of Commerce ruled that both the vertical and horizontal resolution of LG CINEMA 3D TVs meet the 1080p TV standard, a position that allows LG to use the FULL HD logo in China. TÜV and Intertek, two top European quality assurance and safety certification agencies, awarded LG’s CINEMA 3D TVs “Flicker-Free” certification, providing official backing for LG’s sharp 3D images.

Furthermore, a top US consumer magazine recently named an LG CINEMA 3D TV the best 3D TV in the US market. The review noted clear advantages for the TV's viewing angle, 3D glasses and bright images.

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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](http://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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