



## FOR IMMEDIATE RELEASE

### **LG BEGINS GLOBAL ROLLOUT OF REMOTE CALL SERVICES FOR OPTIMUS SMARTPHONE USERS**

*With Intelligent and Easy Access, New Services Offer Instant Customer Care Anytime, Anywhere*

**SEOUL, Aug. 1, 2011** -- LG Electronics' (LG) remote customer care services, which includes a pre-loaded Remote Call application and the LG FOTA (Firmware Over-the-Air) system, will now be made available to user worldwide, following the initial roll-out in Korea. This makes LG the first mobile phone manufacturer to offer remote maintenance services as a way to diagnose software problems and to distribute software upgrades direct to customers' phones.

Thanks to the services' instant support via a 3G or Wi-Fi network, consumers no longer need to visit an LG Customer Information Center (CIC) if a problem arises with their smartphones. This convenience has already drawn compliments from many customers in Korea, who have benefitted from the service since May.

"Convenience is what LG is about and remote call services fit our brand character perfectly," said Dr. Jong-seok Park, President and CEO of LG Electronics Mobile Communications Company. "LG is leading the way in virtual services and follow-up care for our customers everywhere. Being there for customers from A to Z is a key priority for us."

LG's remote call services are available on premium Optimus smartphones, including the LG Optimus 2X, the LG Optimus Black and the LG Optimus 3D. With the pre-loaded "Remote Call" application<sup>1</sup> users can diagnose their phone's problems without having to visit a repair shop.

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<sup>1</sup> Availability of Remote Call application varies according to operators and countries.



Once registered, LG CIC agents will be able to wirelessly access the owner's Optimus smartphone. For security purposes, LG technical staff will not be able to access any personal information – including emails, messages, calendars or pictures – without the users' consent.

Using the convenient, intelligent LG FOTA system and pre-loaded FOTA application, owners will also receive regular alerts of the most current updates. The system makes it extremely convenient for customers to keep their phones up-to-date with the very latest functions and features without the need to connect to a PC or visit a service center.

LG's remote customer care services will be made available to customers in Europe, the Asia Pacific region and South and Central America throughout the second half of the year.



**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 Mobile Communications Company**

The LG Electronics Mobile Communications Company is a leading global mobile communications and information company. With its cutting-edge technology and innovative design capabilities, LG creates handsets that provide an optimized mobile experience to customers around the world. LG is pursuing convergence technology and mobile computing products, while continuing its leadership role in mobile communication with stylish designs and smart technology. For more information, please visit [www.lg.com](http://www.lg.com).

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