

FOR IMMEDIATE RELEASE**LG TAKES 3D TVS TO NEW HEIGHTS WITH
NANO FULL BACKLIT LED, SMARTER FUNCTIONS**

*Next Generation CINEMA 3D TVs from LG get Smarter with
Instant Connectivity, Superior Picture Quality*

SEOUL, Aug. 2, 2011 – Today in Seoul, Korea, LG Electronics (LG) took the wraps off its newest development in home entertainment, the LW980S. The LW980S is a top-of-the-class TV that combines LG's advanced CINEMA 3D technology, Smart TV functions and NANO FULL LED all in one sleek package.



“The LW980S is the crown jewel of TVs as it includes the most advanced technologies and features we’ve developed at LG over the years,” said Havis Kwon, President and CEO of LG Electronics Home Entertainment Company. “We’ve set a new benchmark in connectivity, picture quality and sheer viewing enjoyment.”

Addressing one of the big sticking points of conventional 3D TVs, the LW980S comes with comfortable, lightweight glasses that don’t need to be recharged and are easily replaceable. The LW980S tackles the thorny issue of not enough content with a proprietary 2D to 3D conversion technology that guarantees a ready supply of shows and movies in high quality 3D.

CINEMA 3D, the world’s first 3D display technology to receive “Flicker-Free” certification from TÜV and Intertek, two of Europe’s most reputable testing agencies, means that viewers no longer have to worry about the dizziness or disorientation they might experience watching other 3D TVs. Also, Wide Viewing Angle ensures they can watch the TV from practically any position in front of the TV, whether sitting, leaning back or lying down. Together with the affordable glasses, this makes the LW980S perfect for watching in larger groups.

And with 3D Video-on-Demand – available through LG Apps – viewers will never be short of exciting, top-quality content to watch at home. Using the Magic Motion Remote Control, LW980S users get access to all the Premium Content they could want with just a couple of clicks on the mouse-like control. Moreover, Smart Share makes it a cinch to share content between the user’s TV, mobile phone and other digital devices.

The LW980S’s viewing experience is further enhanced by LG’s unique NANO FULL LED lighting technology. Via an extremely thin film printed with minuscule dots, NANO FULL LED disperses light more evenly across the screen, to create brighter, clearer and smoother pictures. TruMotion 400Hz ensures those pictures stay silky smooth, no matter how fast the action.

LG’s LW980S will be shown to international audiences for the first time at Internationale Funkausstellung Berlin (IFA Berlin), the global trade show for consumer electronics and home appliances taking place from September 2-7 in Germany.

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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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