

**FOR IMMEDIATE RELEASE****UNIQUE CRYSTALLINE FINISH AND TOP PERFORMANCE  
SET LG'S NEW AURORA NOTEBOOKS APART**

*With Powerful Features and Eye-Catching Designs,  
LG S430 and LG S530 Offer an Enticing Package*

**SEOUL, Aug. 26, 2011** – LG Electronics (LG) today announced two new notebooks in their Aurora series -- the LG S430 and LG S530. With attractive, brightly colored exteriors and boasting 14-inch and 15.6-inch HD LED LCD screens, the LG S430 and LG S530 offer an alluring design with a sleek, Crystalline Finish, while also delivering outstanding computing power.

The LG 430 and the LG S530 provide an outstanding value package through their ingenious Crystalline Finish lids. Using NCVM (Non-Conductive Vapor Metallization) technology, an innovative coating process that produces a colorful metallic veneer, LG Aurora notebooks have a pellucid, glossy exterior that provides genuine value to customers through improved scratch resistance and a strengthened cover. Bold chamfer cutting around the chassis enhances the slim, sharp feel of the Aurora notebooks, while bold coloring – in Aurora Purple or Aurora Blue – delivers the perfect highlight.

“We’ve designed our notebooks to offer a computing experience that is as stylish as it is powerful,” said J.J. Lee, Executive Vice President and Head of LG Electronics PC Business Unit. “With its unique Crystalline Finish, the LG S430 and LG S530 set new standards in design while offering features and functions that can compete with any notebooks in their class.”

The LG S430 and LG S530 include optimized features that let users carry out everyday tasks or enjoy multimedia content with absolutely no frustration. With a second generation Intel® Core™ i5 processor – which is 20 percent faster than the previous generation of Intel processors – and an external graphics card, the Aurora notebooks deliver faster, smarter performance. In addition, content-sharing software lets users

wirelessly share videos, photos, and music from other DLNA-enabled devices to then enjoy on the notebook.

Supported by the “Crystalline by Aurora” campaign, the LG S430 and the LG S530 will be available in the Middle East, Africa and Asia early September followed by Europe, the Americas and CIS soon after.

### Specifications and Features: LG S430

SPECIFICATIONS*		LG S430
Processor		2 <sup>nd</sup> Generation Intel® Core™ i5 or i3 Processor or Intel® Pentium® Processor
Operating System		Genuine Windows® 7 Home Basic or Genuine Windows® 7 Home Premium or Genuine Windows® 7 Professional
Display		14-inch HD (1366x768) LED LCD
Memory		Max 8GB DDR3
Graphic		AMD Radeon™ HD 6470M Graphics with DDR3 1024M or Intel HD Graphics or Intel HD Graphics 3000
Storage	HDD	320–750 GB (5400RPM)
Comm.	LAN	Gigabit
	Wi-Fi	802.11 bgn
	Bluetooth	3.0 + HS
ODD		DVD Super-multi
Audio		HD Audio, SRS Sound Solutions
Multi Media Card		7-in-1: SD, SDHC, SDXC, MMC, xD, MS, MS Pro
Input / Output Port		Headphone Out, Mic In, USB 2.0 (x3), HDMI, VGA, RJ45, DC In
Webcam		HD 1.0M
Battery		6 Cell (Li-Ion, 2200mAh)
Software		LG Smart App (Smart Care, Smart Recovery, Smart Indicator and Smart Page) LG On Screen Display 2 LG Media Funtasia LG Power Manager Suite LG Intelligent Update Office 2010 Starter CyberLink YouCam 3.0 Norton Internet Security 2011 (Trial Version Global: 90days)
Dimensions		346.0 x 240.0 x 32.9 - 35.9 mm
Weight		2.3kg
Design	Finishing	Crystalline Finish
	Color	Aurora Purple and Aurora Blue

**Specifications and Features: LG S530**

SPECIFICATIONS*		LG S530
Processor		2 <sup>nd</sup> Generation Intel® Core™ i5 or i3 Processor or Intel® Pentium® Processor
Operating System		GenuineWindows® 7 Home Basic or Genuine Windows® 7 Home Premium or Genuine Windows® 7 Professional
Display		15.6-inch HD (1366x768) or HD+ (1600x900) LED LCD
Memory		Max 8GB DDR3
Graphic		AMD Radeon™ HD 6470M Graphics with DDR3 1024M or Intel HD Graphics or Intel HD Graphics 3000
Storage	HDD	320–750 GB (5400RPM)
Comm.	LAN	Gigabit
	Wi-Fi	802.11 bgn
	Bluetooth	3.0+HS
ODD		DVD Super-multi
Audio		HD Audio, SRS Sound Solutions
Multi Media Card		7-in-1: SD, SDHC, SDXC, MMC, xD, MS, MS Pro
Input / Output Port		Headphone Out, Mic In, USB 2.0 (x3), HDMI, VGA, RJ45, DC In
Webcam		HD 1.0M
Battery		6 Cell (Li-Ion, 2200mAh)
Software		LG Smart App (Smart Care, Smart Recovery, Smart Indicator and Smart Page) LG On Screen Display 2 LG Media Funtasia LG Power Manager Suite LG Intelligent Update Office 2010 Starter CyberLink YouCam 3.0 Norton Internet Security 2011 (Trial Version Global: 90days)
Dimensions		381.0 x 254.5 x 33.4 - 36.4 mm
Weight		2.6kg
Design	Finishing	Crystalline Finish
	Color	Aurora Purple and Aurora Blue

\* Some features apply only to selected models. Specifications are subject to change without notice and may vary from those shown in different regions and countries.

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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.LGnewsroom.com](http://www.LGnewsroom.com).

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