



FOR IMMEDIATE RELEASE

LG TO UNVEIL SAVVY NEW MONITORS THAT REDEFINE DESIGN AND FUNCTION

*LG's Newest Top-End Monitors Boast Graceful Design, State-of-the-Art
3D Technology for Wider Viewing Angle and More Vivid Pictures*

SEOUL, Aug. 28, 2011 – LG Electronics (LG) will be taking the wraps off its new high-end monitors – the ultra-slim, vivid picture-quality E2391VR and D237IPS – at IFA 2011 in Berlin, Germany. The E2391VR's 7.2 mm depth and luxurious acryl finish are sure to make it a hit with style-savvy consumers while the D237IPS boosts LG's market-leading Film Pattern Retarder (FPR) 3D display technology on IPS panels, for even clearer, brighter 3D images.

“These monitors aren't just for work and internet browsing, they were designed to be the center of entertainment for any bedroom, study or dormitory,” said Havis Kwon, President and CEO of LG Electronics Home Entertainment Company. “The E2391VR and D237IPS combine elegant design and unique technology to look great in any room and still be able to deliver exceptional images and videos.”

Innovative Design, Brilliant Technology

With its SUPER Slim, 7.2mm depth, the E2391VR takes up the minimum of space while adding a stylish touch to the décor of any interior. With a narrow bezel measuring just 4.35mm, the E2391VR's screen looks borderless and enables to show wider display. The E2391VR's hanger-type hinge design makes it easy for users to adjust the monitor to the exact viewing angle they need, ensuring it is always comfortable to watch.

The E2391VR's SUPER+ Resolution ensures the highest picture quality for any digital content. SUPER+ Resolution prevents any decrease in resolution during format upgrades,

while sharpening blurry edges and adding new life to dim colours. The E2391VR also delivers an exceptionally crisp and vivid picture thanks to a contrast ratio of more than 10,000,000:1. What's more, the E2391VR is highly energy efficient through SUPER Energy Saving technology.

More Realistic 3D with IPS Panel

The D237IPS uses state-of-the-art 3D technology combined with IPS panel, to deliver the ultimate in top-quality, comfortable 3D viewing. The D237IPS boasts "Flicker-Free" certification – from European quality assurance agencies TÜV and Intertek – and lower crosstalk, ensuring less dizziness and headaches that users commonly experience with conventional 3D monitors. With a brightness of 100nits, more than twice that of competing 3D monitors, the D237IPS offers a clearer 3D picture to help reduce eyestrain. And LG's battery-less, ultra-light 3D glasses provide an extremely comfortable 3D viewing experience for longer periods of time.

The D237IPS ensures there is no colour shift regardless of the angle from which the monitor is viewed and consistent colour and brightness also keep the 3D images realistic. The 3D IPS monitor broadens the viewing angle so that viewers can enjoy 3D from a wider range of positions. Ensuring viewers always have plenty of 3D content to watch, the D237IPS also features an excellent 2D to 3D conversion function.

Specifications

Product	E2391VR	D237IPS
Screen Size	23-inch	23-inch
Resolution	Full HD, 1920 x 1080	1920 x 1080
Brightness	250cd/m ²	250cd/m ² (2D) 100cd/m ² (3D)
Contrast Ratio	10,000,000 : 1	5,000,000 : 1



Response Time	2ms	14ms GTG 5ms GTG(σ)
Interface	D-Sub, HDMI, Headphone out	D-Sub, DVI-D, HDMI, Headphone out
Special Feature	SUPER+ Resolution SUPER Energy Saving Dual Monitor Original Ratio Glare panel	2D to 3D Converting Auto Brightness SUPER Energy Saving

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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.

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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