

FOR IMMEDIATE RELEASE

LG EMBRACES IPS PANEL TECHNOLOGY FOR A NEW STANDARD IN MONITOR PERFORMANCE

*With Expert-Tuned Color Accuracy And Wide Viewing Angle, LG's IPS5 Monitors
Let Users Experience and Share Images As They Were Intended To Be Seen*

SEOUL, Sep. 29, 2011 – LG Electronics (LG) has introduced a new monitor series based on in-plane switching (IPS) technology, the IPS5. The IPS5 series is the latest version of the Technical Image Press Association (TIPA) Award winning monitor line-ups of the IPS1 and IPS6 series. The IPS5 series has been upgraded with expert color calibration to ensure that colors remain sharp and true. The IPS5 series is equipped with outstanding color reproduction technology intended for enterprise customers and photographers who require bright and realistic images.

“We’re committed to continually improving all aspects of our monitors with the best technology currently available,” said Havis Kwon, President and CEO of LG Electronics Home Entertainment Company. “The IPS5 series is proof of that commitment, as these monitors deliver superbly accurate images with true color representation with a wide viewing angle for demanding professionals.”

Expertly Tuned Color Accuracy

By replacing TN (twisted nematic) panels with IPS, the IPS5 series provides exceptionally realistic images with enhanced color accuracy. This accuracy is further assured by a report on color-calibration prepared by LG experts, which accompanies the monitors. The IPS5 series is one of very few high-end professional graphics monitors to offer such a guarantee. In turn, customers can be assured that onscreen colors are identical to real-life colors.

Consistent Color Tone Through Consistent Color Temperature

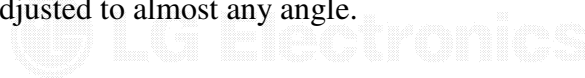
The IPS5 monitors maintain color temperatures at an optimum level of around 6,500K (Kelvin), enabling reproductions of colors closest to the original. This consistency helps

retain color impressions identical to those on the original image, so viewers can always see the image as it was intended.

Color Shift Free

Thanks to an alchemic convergence of IPS and LED, the new IPS5 monitors deliver highly advanced picture quality without any color shift. They also greatly extend viewing angle, ensuring viewers see crisp, realistic pictures from almost any position in front of the screen.

With its Dual Package feature, the IPS5 allows easy configuration of a second display, such as setting the split main monitor screen in dual mode, connecting a second monitor with a single click and showing the task bar on both monitors. Additionally, the Super Energy Saving technology makes the IPS5 as eco-friendly as it is technologically sophisticated. The IPS5P series is ergonomically designed with a height-adjustable stand which can be adjusted to almost any angle.



The IPS5 series is available this month while the IPS5P will be introduced in Europe in November.

IPS5 Series Specifications:

	IPS235V	IPS225V	IPS235T	IPS225T
Size	23-inch	21.5-inch	23-inch	21.5-inch
Color Depth	16.7M	16.7M	16.7M	16.7M
Aspect Ratio	16:9	16:9	16:9	16:9
Resolution	1920 x 1080	1920 x 1080	1920 x 1080	1920 x 1080
Brightness	250cd/m ²	250cd/m ²	250cd/m ²	250cd/m ²
Contrast Ratio	5,000,000:1	5,000,000:1	5,000,000:1	5,000,000:1
Response Time	GTG: 14ms GTG (σ): 5ms	GTG: 14ms GTG (σ): 5ms	GTG: 14ms GTG (σ): 5ms	GTG: 14ms GTG (σ): 5ms

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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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