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LG, PHILIPS AND SHARP JOIN HANDS TO OFFER MULTI-PLATFORM SMART TV APPS

*Write Once, Run Everywhere: TV Manufacturers Cooperate to
Maximize Effectiveness of Smart TV Offerings*

BERLIN, Sep.01, 2011 – LG, Philips and Sharp have agreed to work together to define common technical requirements for their Smart TVs, based upon open standards such as HTML5, CE-HTML and HbbTV. The group's first step will be to introduce the first beta version of a common Software Development Kit (SDK), which highlights the need to define the technical requirements that would allow content developers to create a single application that can run on Smart TVs from LG, Philips and Sharp Aquos Net+.

The initiative aims to simplify the way applications are developed and offered, increasing productivity of the application ecosystem for the Smart TV industry. Currently, application developers must spend much time and effort porting and testing their applications on different platforms. By simplifying this step, developers will be able to spend more time actually creating applications such as movies-on-demand, music services, games and social networking services. And developers will be able to maximize their reach across Smart TV's on different TV platforms, giving more consumers access to a wider variety of content.

“This cooperation is nothing less than a watershed in the brief history of Smart TVs,” said Havis Kwon, President and CEO of LG Electronics Home Entertainment Company. “By working in partnership with two innovators in TVs, we've taken a major step towards creating an app market every bit as inventive and dynamic as the one that exists for smartphones.”

LG, Philips and Sharp invite other Smart TV makers and application developers participate in the initiative and provide ideas for simplifying the development process while improving the user experience.



The beta version of the common SDK will be released in early October.

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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 Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified health and well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity". Headquartered in the Netherlands, Philips employs approximately 116,000 employees in more than 60 countries worldwide. With sales of EUR 23 billion in 2009, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in flat TV, male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at www.philips.com/newscenter.

About SHARP Corporation

Sharp Corporation is a worldwide developer of innovative products and core technologies that play a key role in shaping the future of electronics. As a leader in liquid crystal displays (LCDs) and digital technologies, Sharp offers one of the broadest and most advanced lines of consumer electronics, information products and electronic components, while also creating new network businesses.

Sharp Corporation employs 65,200 people in the world (as of June 30, 2011) and recorded consolidated annual sales of 3,021,973 million yen for the fiscal year ended March 31, 2011. For more information, please visit Sharp's Web site at <http://sharp-world.com/index.html>.

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