

FOR IMMEDIATE RELEASE**LG ESTABLISHES NEW HD STANDARD IN
MOBILE HANDSETS WITH “TRUE HD IPS”**

*Public Gets First Close-up of Super High-Resolution
Display at Korean Launch of Optimus LTE*

SEOUL, Oct. 10, 2011 – Having earlier this year introduced 3D without glasses on the Optimus 3D and the 700-nit superbright NOVA display on the Optimus Black, LG today raised the ante with a new breakthrough in the form of “True HD IPS” display.

True HD IPS display made its world debut on the new Optimus LTE Smartphone in Seoul, Korea, where both the phone and display set a new standard for best-in-class resolution on a 4G connected device. The new smartphone’s 4.5–inch True HD IPS display, developed in close collaboration with sister company LG Display, offers advanced resolution, brightness and clarity and shows colors in their most natural tones, as they were meant to be seen.

In a report recently issued by international product testing and certification agency Intertek, IPS displays perform better than AMOLED in areas of color accuracy, brightness, battery efficiency and performance.

According to LG, True HD IPS display takes the viewing experience on mobile handsets to the next level by offering:

- **More information at a glance** with genuine 1280 x 720 HD resolution and 16:9 screen viewing without distortion, which are the same standards used in the television industry;
- **Sharper and crisper text** thanks to 329 ppi real RGB resolution;
- **True natural colors** that are the most comfortable to eyes;
- **Automatic color adjustments** applied by LG’s exclusive Mobile HD Graphic Engine;

- **HD Movie Editor** to create personalized HD videos quickly and easily.

“Since mobile devices are widely expected to become the main platform for media consumption in the LTE era, high resolution displays on smartphones will be even more necessary”, said Dr. Jong-seok Park, President and CEO of LG Electronics Mobile Communications Company. “Optimus LTE with True HD IPS display will usher in a new standard by enabling users to enjoy beautiful and detailed high definition content even while on the go.”

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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 Mobile Communications Company

The LG Electronics Mobile Communications Company is a leading global mobile communications and information company. With its cutting-edge technology and innovative design capabilities, LG creates handsets that provide an optimized mobile experience to customers around the world. LG is pursuing convergence technology and mobile computing products, while continuing its leadership role in mobile communication with stylish designs and smart technology. For more information, please visit www.lg.com.

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