

FOR IMMEDIATE RELEASE**LG'S NEW CINEMA 3D PROJECTOR
MAKES GOING TO THE MOVIES OBSOLETE**

*With Its 200-Inch Full HD Picture And 3D Conversion Function,
LG's Newest Projector Creates A Whole New Viewing Experience*

SEOUL, Nov. 8, 2011 -- LG Electronics (LG) today introduced its newest 3D projector (Model CF3DAT) in the Korean market. The CF3DAT is a CINEMA 3D projector that can project a 200-inch viewing surface a wide variety of high definition 3D content utilizing its 2D to 3D conversion engine and built-in tuner.

Despite its large 200-inch projection area, the CF3DAT projects clear and bright images, using its Full HD display (1920x1080) supported by a brightness of 1,250 ANSI lumens in 3D mode, approximately six times brighter than other premium projectors.

“The CF3DAT is the latest product to join the LG CINEMA 3D family and it’s a serious workhorse,” said Havis Kwon, President and CEO of LG Home Entertainment Company. “The CF3DAT is at home in a living room or auditorium as it has the muscle to project a five meter picture in bright, movie theater glory.”

The CF3DAT employs the Film Patterned Retarder (FPR) display technology, enabling the use of LG’s polarized 3D glasses, which are far more affordable and lightweight compared to shutter-type 3D glasses. In turn, larger audiences can use the passive CF3DAT to enjoy 3D content more economically and for longer periods. Due to such qualities, the CF3DAT is not only suitable for large living rooms, but also museums, auditoriums and other types of public venues.

The CF3DAA, the global version of the CF3DAT, will be available outside of Korea in the first half of 2012. The CF3DAA will not be equipped with a TV tuner.

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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.lg.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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