

**FOR IMMEDIATE RELEASE****LG ADDS ADVANCED FEATURES TO OPTIMUS 3D  
WITH ENHANCED GINGERBREAD UPGRADE**

*Latest Upgrade Empowers Users with Powerful 3D and Multimedia Options*

**SEOUL, Nov. 15, 2011** – The enhanced Android 2.3 Gingerbread upgrade developed for LG Optimus 3D will include new and improved features such as enhanced network speed, better 3D experience and improved multimedia functions.

LG's customized Gingerbread upgrade for Optimus 3D will not only include improvements from Google such as enhanced power management, advanced copy/paste and user interface (UI) improvements, but also enhancements from LG, such as:

**Enhanced HSPA+ Speed via Faster Packet Data Services** - Internet browsing and real-time streaming have become smoother and more seamless with up to 21Mbps HSDPA;

**Enriched 3D Experience with 3D Video Editor and Full-screen UI Preview** - With 3D Video Editor, users will be able to easily create and edit 2D as well as 3D movies on their Optimus 3D. The preview screen has become wider with a transparent UI, enabling users to capture better quality 3D content;

**Improved Multimedia with 2D Video Stabilization and Faster Gallery Activation** - Optimus 3D owners will now be able to record high quality video in 2D mode with the video stabilization feature, previously only available in 3D mode. Gallery loading time has also been reduced.

“These enhanced features included in our customized Android 2.3 upgrade will allow users to further integrate 3D into their everyday lives, as we make the technology more accessible and enjoyable on smartphones,” said Dr. Jong-seok Park, President and CEO

of LG Electronics Mobile Communications Company. “We believe that 3D is here to stay and glasses-free 3D on portable devices is to experience the future.”

The upgrade will also include additional features such as improved video recording and longer MP3 playback time. The upgrade will be available starting in Europe from the Open model in the week of November 21, followed by other markets until the end of the year.

###

**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](http://www.LGnewsroom.com).

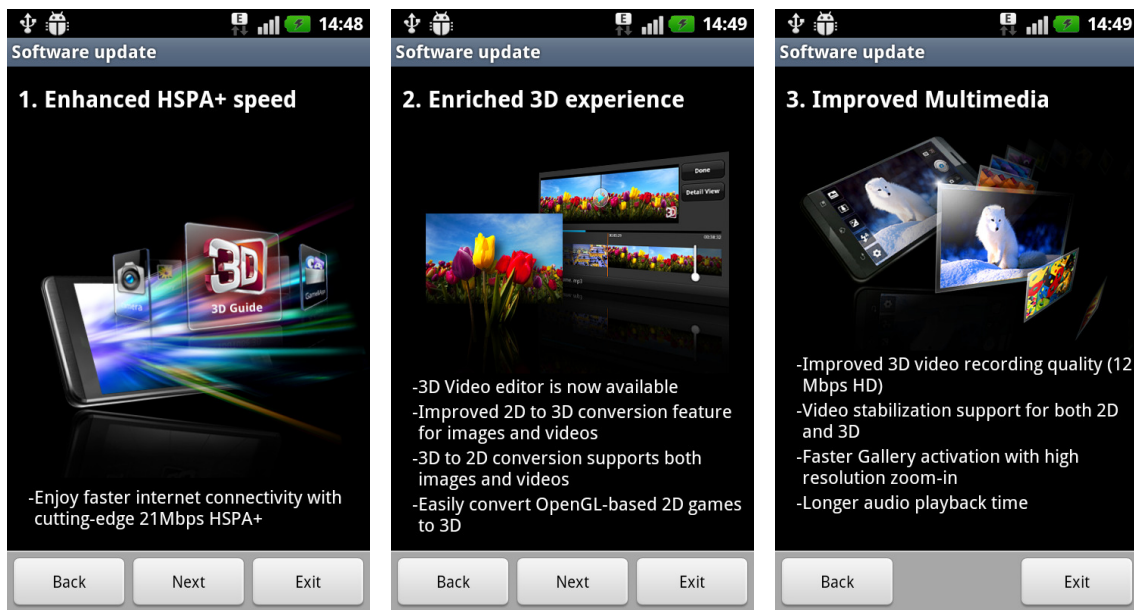
**About LG Electronics Mobile Communications Company**

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](http://www.lg.com).

*Media Contact:*

LG Electronics, Inc.  
Claire Jang  
+82 2 3777 3925  
[claire.jang@lge.com](mailto:claire.jang@lge.com)  
[www.LGnewsroom.com](http://www.LGnewsroom.com)

## APPENDIX: DETAILS OF UPGRADE FEATURES



### 1. Enhanced HSPA+ speed

- **Faster Packet Data Services** -- Seamless internet browsing and real-time streaming with supporting HSDPA Cat' 14(up to 21Mbps downlink).  
Improved from the previous HSDPA Cat' 10(up to 14.4 Mbps)

### 2. Enriched 3D Experience

- **3D Video Editor** -- For easily creating and editing 3D movies on the phone
  - Easy to add and edit photos, videos and music
  - Music samples are preloaded
  - Trim setting for videos and duration settings for photos
- **Improved 2D to 3D Converter** -- Clearer 3D images converted from 2D
- **Single-screen 3D Video Viewing in 2D** -- 2D viewing of 3D videos in single-screen mode
- **3D Game Converter** -- 3D Game Converter to enjoy 2D games in 3D

### 3. Improved Multimedia

- **2D Video Stabilization** -- Misalignment correction feature now available for 2D video recording
- **Full-screen UI Preview Image** -- Preview recorded clips in full-screen mode to enhance 3D depth

- **Improved Video Recording Quality** -- Double recording bitrates resulting in high quality viewing via TVs and PCs
  - 3D recording (720p): from 6Mbps to 12Mbps
  - 2D recording (1080p): from 8Mbps to 16Mbps
- **Faster Gallery Activation** -- High resolution zoom with improved loading speed for photos
- **Longer MP3 playback time** -- Improved by 30%
- **Dolby Mobile** -- Best-in-class sound quality

