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LG EXPANDS ITS GLASSES-FREE 3D MONITOR LINE-UP

Latest Monitor from LG Takes Glasses-Free 3D To A Whole New Level

SEOUL, Nov. 30, 2011 – LG Electronics (LG) extends its glasses-free 3D monitor line-up with the 25-inch DX2500, which incorporates glasses-free parallax barrier 3D and head-tracking technologies. With the DX2500, LG becomes the first in the industry to receive TÜV Rheinland certification for a glasses-free 3D monitor.

“LG is taking glasses-free 3D monitors mainstream with the DX2500,” said Si-hwan Park, Vice President of the Monitor Division at LG’s Home Entertainment Company. “With the DX2500, we are making the LG brand synonymous with glasses-free 3D monitors. In 2012, we’ll continue to expand our range of glasses-free 3D monitors featuring different designs and advanced functions.”

For optimal viewing of 3D images, existing glasses-free 3D products generally require viewers to stay within a tightly restricted angle and distance. However, the DX2500 has removed this restriction with the parallax barrier 3D and head-tracking technologies, allowing viewers greater freedom of movement, enabling a more comfortable user experience.

Position tracking in the DX2500 works via a camera embedded in the monitor, which detects changes in the user’s eye and head position in real-time. Based on this information, the monitor calculates the angle and position of the viewer and adjusts the image to display the optimal 3D effect. And with an advanced 2D to 3D conversion function, DX2500 users can view unlimited 3D content such as movies, photos and games all with a single mouse click.

Now available in Korea, the DX2500 will be launched worldwide in early 2012.

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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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