

## **LG'S ROBOTIC CLEANER WORKS SILENTLY AND INTELLIGENTLY FOR CONSUMER'S EASE AND CONVENIENCE**

*With State-of-the-Art Sensor Technology, New Hom-Bot Vacuum Cleaner  
Delivers Faster, Smarter. Deeper Cleaning*

**BERLIN, Sep. 2, 2010** – LG Electronics (LG) will unveil a new, updated version of its state-of-the-art robotic vacuum cleaner at IFA 2010 in Berlin. With its unique combination of camera, and ultrasonic and infrared sensors, the robotic cleaner finds its way into every nook and corner of your floors, making cleaning a truly effortless job. The Hom-Bot enhances the quality of consumers lives, by quietly doing the work and giving consumers more free time to enjoy the important things in life – such as family and friends.

«We listen closely to what consumers say they want, and we also go to great lengths to work out their unstated needs and desires as well,» said Young-ha Lee, President and CEO of LG Electronics Home Appliance Company. «As the result of these insights, we designed the Hom-Bot - the perfect choice for consumers with a hectic daily schedule.»

Making cleaning effortless and efficient, the Hom-Bot's smart features mean that customers need hardly move, while the vacuum cleaner gets on with the work of cleaning. Robotic cleaners are dynamic, space-aware devices that need to move in a three-dimensional environment. When a robotic cleaner is making its way around a room, a single obstacle – such as maneuvering around a chair – requires significant adjustment to its movements. To handle these kinds of demands, the Hom-Bot, LG's most state-of-the-art robotic cleaner yet, boasts exceptional intelligence and sensory systems.

Using its unique dual-camera sensors, LG Hom-Bot navigates around the area to be cleaned by calculating many times per second the best path for maximum cleaning. And since Hom-Bot remembers where it has been, it cleans faster and more efficiently than other robotic cleaners on the market. Better yet, thanks to its low noise levels (60dB(A)), consumers can enjoy Hom-Bot's cleaning without distraction.

HomeBot is not available at Swiss Market for the moment.

Visit LG's booth in Hall 1.1.

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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 80,000 people working in over 115 operations around the world. With 2009 global sales of 55.5 trillion Korean Won (43.4 billion US Dollars), LG comprises of five business units - Home Entertainment, Mobile Communications, Home Appliance, Air Conditioning and Business Solutions. LG is one of the world's leading producers of flat panel TVs, audio and video products, mobile handsets, air conditioners and washing machines. LG has signed a long-term agreement to become both a Global Partner of Formula 1™ 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](http://www.lg.com)

**About LG Electronics Home Appliance Company**

The LG Electronics Home Appliance Company is an innovator in the home appliance industry, dedicated to offering healthier and greener products, blending smart technology and trend-setting design and providing a complete solution for improving daily life. LG's insightful products, including refrigerators, washing machines, dishwashers, cooking appliances, vacuum cleaners, and built-in appliances, are designed to resonate with consumers around the world. LG's innovative technologies and convenient features, including the world's first interactive refrigerator, steam washing machine and combination oven and microwave, set new trends in the appliance industry, helping to establish LG as a global leader

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