

CONSUMER

RESEARCH AND CONSUMER

INSIGHTS LEADING TO POWERFUL PRODUCTS. AT

LG, OUR CONSUMERS ARE THE BEGINNING AND END OF

EVERYTHING WE DO. OUR SUCCESS IS BASED ON CONTINUOUS

INVESTMENTS IN CUSTOMER RESEARCH TO PROVIDE US WITH BETTER

INSIGHTS INTO OUR CONSUMERS. THESE BECOME SOME OF OUR

MOST VALUABLE ASSETS, ENABLING US TO CREATE POWERFUL

PRODUCTS THAT RESPOND TO THE DIVERSIFYING NEEDS OF

OUR CONSUMERS AND ACHIEVE GLOBAL MARKET

LEADERSHIP. LIFE'S GOOD . . . AS EVER,

WITH LG.



STYLISH
DESIGN &
SMART
TECHNOLOGY



Stylish designs and smart technologies mean sophistication and sustainability.
We apply these to bring you the ultimate in satisfaction in everything
that LG has to offer and help you achieve a happier, healthier, and more productive life.
Life's Good . . . as ever, with LG.




BRAND IDENTITY

LG is committed to offering the world's most advanced, intuitive, and convenient products with superior technology and designs, delivering value to its users.

LG's products come equipped with value, promises, benefits, and personality.

LG is a brand that is delightfully smart and positioned for perfect harmony that fits your life. This means being synergistic, with designs that reflect technology and technology that makes the designs relevant, dynamically adapting in tune with evolving consumer lifestyles. It also entails creative solutions (providing answers that encompass a whole set of interrelated needs) and being customizable (flexible enough to accommodate different and/or changing lifestyles).



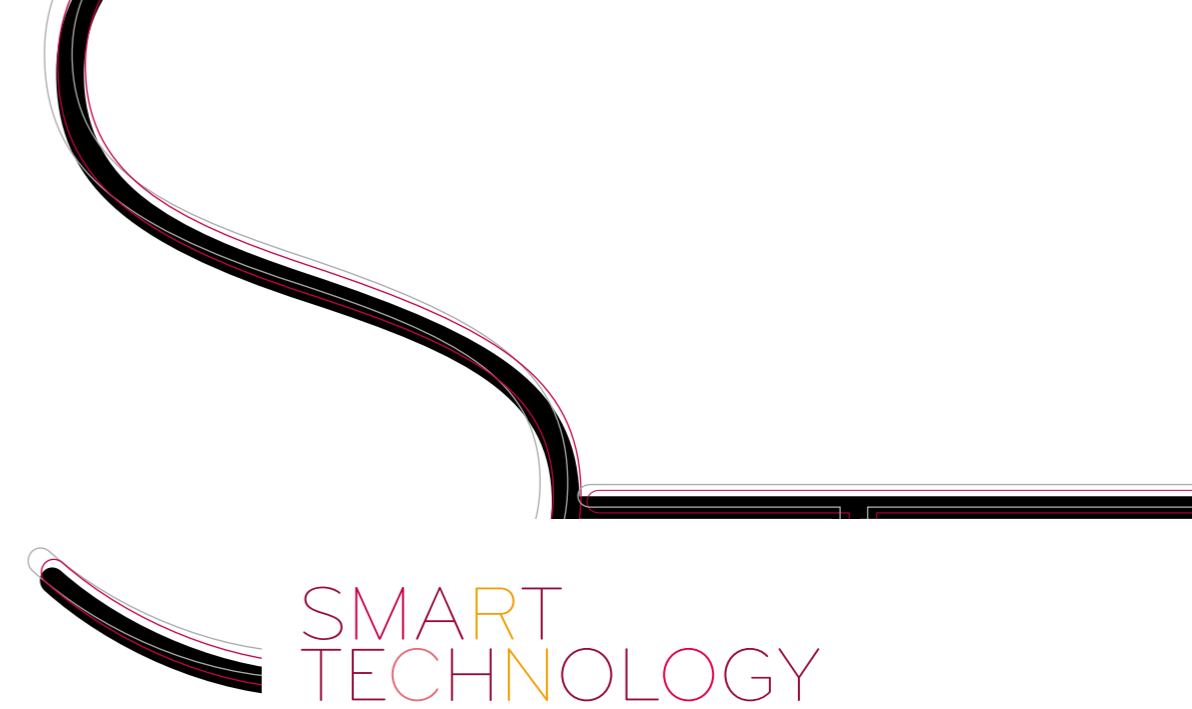
At LG, we are dedicated to delivering the finest designs and the latest technologies in products that fit perfectly into your lives. The work of the design team is geared toward the clear vision of being a “Digital Life Creator.” This is why we have chosen “concept,” “style,” “interface,” and “finish” as our four core design skills. Design plays a critical role in harmonizing technology and human needs, something which requires designers to put on their inventing caps - the innovative and clear design concept, the style in LG’s own originality, entertaining and convenient user-interface, as well as delicate but clean finishes.

STYLISH DESIGN

Crafting future-oriented technologies for a world of time- and space-bending communications applications, we deliver eco-friendly lifestyles with contemporary concepts and sophisticated materials.

“LG is committed to offering the world’s most advanced, intuitive, and convenient products with superior designs, delivering value for its users. We are also dedicated to creating and investing in eco-friendly products and solutions that address the world’s environmental and energy issues.”

Design also predicts emerging needs, designs new worlds and lifestyle concepts, and hands over their inventions to the public. This means we should be always one step ahead of the game, so we do not only focus on products and technological opportunities, but also an attempt at understanding consumer and market trends. What we need now is a design capability to visualize the creativity and the future itself. LG pursues the “World-wide” designs, with research and development laboratories in more than 25 locations around the world. In London, Beijing, Tokyo and other global major cities, in connection with LG Corporate Design Center in Seoul, researchers, designers, and trend scouts predict the future by examining and identifying consumer needs, observing the public’s interest in products, and finally developing design concepts and solutions. LG produces refined, contemporary designs that enhance a home’s ambience and make the sophisticated tastes of its consumers stand out. The company has also gone to great lengths to produce eco-friendly products that address today’s environmental and energy concerns. We will continue to invest in these and other business solutions and product areas, setting new and unparalleled standards in designs and technologies.



SMART TECHNOLOGY

Creating optimal environments with proven technologies and artful designs, LG provides buyers a wide range of value-adding, integrated, and customized solutions to augment our profitability, technological leadership, and strong brand power.

LG is focusing on the development of “smart” technologies that provide a more interesting yet simpler life for consumers by providing them with easy-to-use products that can be accessed at any time and in any place. This consumer-oriented principle became our most important R&D philosophy when we started collecting consumer’s opinions and applying them to our products.

By working from these consumer insights and exploring new markets, we research and develop state-of-the-art, intuitive technologies that enrich everyone’s lives.



“All of these products are representative of LG’s innovation and excellence in design, achieving the perfect harmony of smart technologies and stylish designs. LG will continue developing eco-friendly technologies that will reduce or eliminate harmful materials in its products and help to reverse global warming.”

As part of our commitment to being a market leader, we are taking aggressive steps in the research and development of essential, “next-generation” technologies. Our R&D efforts drive the development of “Great Products” and are strengthening the growth of our core technological capabilities through a process of selecting and focusing on key business growth areas. These activities are particularly focused on the creation of consumer value through technology differentiation. We are dedicated to providing genuine satisfaction to our consumers by providing them with “smart yet simple” user interfaces and unique and stylish designs.

We are also continuously recruiting new talent and consolidating our R&D systems to take advantage of local customs and needs in strategic countries, including China and India. In addition, we are building our global R&D capacity by forming strategic alliances with other major companies in terms of standardization and new products.

Last, but not least, LG will continue to develop eco-friendly technologies that will reduce or eliminate the levels of harmful materials in its products and help to reverse global warming. This will include such fields as solar energy (in response to high energy costs) and health care (for an increasingly aging population).

The world's thinnest LED-illuminated LCD TV, LH95 delivers amazing picture quality inside its slim, artistic frame at only 24.8mm. The very best viewing experience, thanks to the 2,000,000:1 mega contrast ratio, is further complemented by LG's unique local dimming technology.

LCD TV (LH95)
CES Innovations Awards 2009



LG's new PS80 plasma TV leads the way in TV design with a single-layer glass panel and bezel-less frame. It's the ultimate multimedia viewing experience, bringing unsurpassed Full HD picture quality to viewers with its 600Hz technology and THX certification.

Plasma TV (PS80)
iF Design Awards 2009





DVD Player (DVS450H)



+ The slick, "floating" DVS450H DVD player can be set up horizontally, vertically or be mounted flush on a wall. Its HDMI port allows for full HD resolution of up to 1080p, while its USB port allows users to connect external hard drives and memory sticks.



FLUHD



Touch Watch Phone (LG-GD910)

+ The world's first Touch Watch Phone with 3G Video Telephony (VT)
red dot Design Award 2009



service and GSM Quad band Network capabilities, this chic and wearable phone sports such cutting-edge features as a full-touch screen interface, 3G technology, and video calling.



This 4-door, ice and water dispensing, French door refrigerator provides convenient organization and easy access, with two freezer drawers. Features include the tallest water dispenser available, enabling larger containers to be filled with filtered water, recessed LED lighting, low profile shelving, and integrated crisper and deli storage.

iF Design Awards 2009 · CES Innovations Awards 2009



Four-Door Bottom Freezer
(LMX25981S)

+



Maestro + This high-efficiency, power-saving, residential air conditioner incorporating super inverter technologies features allergy-free filters, easy installation, and an "Eco Eye" function that automatically controls for wind air flow and velocity.



red dot Design Award 2009



Digital Signage Triple-View (M4714V)

+ The M4714V Triple-View Monitor is ideal for advertising applications and engaging multiple customers.

With the ability to show three images from three separate angles, it can display a wide variety of content on a single screen.

CES Innovations Awards 2009

