

**FOR IMMEDIATE RELEASE**

**LG EXPANDS AWARD-WINNING ‘LIVING CASE STUDY’ SERIES  
TO CONNECT WITH MORE STAKEHOLDERS IN 2016**

*New Markets, New Verticals to Show Energy-Efficient Installations,  
Industry-Leading LG HVAC Technology in Action*

**ORLANDO, Jan. 27, 2016** – LG Electronics USA today announced plans to expand its popular “Living Case Study” series to connect building engineers, architects, mechanical contractors and owners with true-life examples of the company's innovative heating, ventilation and air conditioning (HVAC) solutions. In 2016, the award-winning event series, which offers a unique look at the technology driving industry-leading air conditioning systems projects, will include four events that span residential, educational, hospitality and retrofit HVAC applications in top markets around the country.

“The LG ‘Living Case Study’ series proved to be an infinitely effective tool in reaching our key stakeholders this past year, allowing them unprecedented access to LG’s HVAC technology at work in hotel guest rooms in Chicago, private loft spaces in New York and even the rooftop of a 29-story, mixed-use luxury apartment building in the heart of downtown Los Angeles,” said Kevin McNamara, senior vice president, Commercial Air Conditioning, LG Electronics USA. “Expanding the series in 2016 to include new cities, new applications and new areas of focus will help LG’s targeted efforts to deepen relationships and foster growth in key markets.”

The 2015 LG “Living Case Study” series included three events at commercial properties in Los Angeles, Chicago and New York. The series launched in May with a first-hand look at modern luxury, highlighting LG’s energy-efficient HVAC systems installed at The Vermont – a LEED-certified, mixed-use residential and commercial destination owned by the Capri Investment Group in downtown Los Angeles. In August, LG celebrated the complete restoration of the former Chicago Motor Club historic landmark building into the full-service Hampton Inn Chicago Downtown. The final event in September, held in conjunction with Dwell Media,



ushered in both Dwell Design Week and Architecture and Design Month (Archtober) and spotlighted LG's air conditioning systems newly-outfitted in LG's intimate New York City loft space, the Kitchen at Union Square.

Each event brought a specific LG project – and the associated criteria, challenges and solutions LG's air conditioning systems provided – to life, with guided tours, guest speakers and unprecedented VIP access. The events also highlighted the key products, features and benefits utilized in each application – from the nearly-silent LG, VRF Art Cool™ Mirror units (operating as low as 28 dBA) that perfectly complemented the stylized Art Deco décor of the Hampton Inn Chicago Downtown to the LG Multi V III that offered longer piping capabilities, lower operational costs, minimal to no duct work and individual zoning capabilities to all residential and commercial tenants of the Vermont.

The LG Living Case Study series was honored with the “Best B2B Custom Event” Gold Brand Builder Award in 2015. For more information about the complete portfolio of LG air conditioning systems featured in each of LG's “Living Case Study” events, please visit [www.lghvac.com](http://www.lghvac.com).

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### **LG Electronics USA Air Conditioning Systems**

The LG Electronics USA Air Conditioning Systems business is based in Alpharetta, Ga. A 2015 ENERGY STAR® Partner of the Year-Sustained Excellence, LG is a leading player in the global air conditioning market, manufacturing both commercial and residential air conditioners and providing total sustainability and building management solutions. From consumer and individual units to industrial and specialized air conditioning systems, LG provides a wide range of products for heating, ventilating and air conditioning. The company's industry-leading variable refrigerant flow (VRF) technology minimizes efficiency losses, provides sustainable energy savings and offers the lowest life cycle cost of any system on the market today. LG Electronics USA, based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a \$56 billion global force and technology leader in consumer electronics, mobile communications, home appliances and air solutions. For more information, please visit [www.lghvac.com](http://www.lghvac.com).

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