

**FOR IMMEDIATE RELEASE****LG OLED PICTURE-ON-WALL, PICTURE-ON-GLASS  
TECHNOLOGIES TRANSFORM ENTERTAINMENT EXPERIENCE**

*Named 'Official TV of CEDIA 2017,' LG OLED Lineup Led by  
Critically-Acclaimed 77-Inch LG SIGNATURE OLED W7 and LG OLED E7*

**SAN DIEGO, Sept. 7, 2017** — Offering the industry's broadest portfolio of consumer OLED TVs – 10 models in 55-, 65- and 77-inch class sizes – home entertainment leader LG Electronics USA is bringing the award-winning 2017 LG OLED lineup to CEDIA 2017 in San Diego this week.

With perfect black, infinite contrast, expanded color gamut and the widest viewing angles, the 2017 lineup showcased at CEDIA lives up to the unrivaled ability of LG OLED to reproduce the most lifelike images of any display technology. Ideally suited to the premium custom-installation market, LG OLED was named “Official TV of CEDIA 2017.”

“Year after year, LG’s OLED TVs are acclaimed by industry professionals and consumers alike as the best TV technology ever,” said Tim Alessi, senior director, home entertainment product marketing at LG Electronics USA. “LG OLED TVs represent exactly the kind of premium product that custom installers and their high-end customers are clamoring for to transform the home entertainment experience.”

In addition to their renowned technology, LG OLED displays also feature groundbreaking designs that bring a jaw-dropping, modern aesthetic to any home theater. The LG SIGNATURE OLED TV W7, an outstanding feat of engineering and the most-awarded TV at CES® 2017, features a previously impossible Picture-on-Wall form factor. At just 2.57mm thin in the 65-inch model, the LG SIGNATURE OLED TV W7 sticks directly on the wall, eliminating any gap between the TV and the wall. The

2017 LG OLED lineup also features the revolutionary Picture-on-Glass design of the E7 and G7 series and the blade-slim design of the B7 and C7 series.

As the first TVs in the world to incorporate Dolby Atmos<sup>®</sup> sound, 2017 LG OLED TVs not only deliver cutting-edge visuals, but also next-generation audio technologies, creating an entertainment powerhouse. Starting next month, 2017 LG OLED TVs also will feature Technicolor's Expert Mode, which displays colors optimized by Technicolor's color scientists who work on the majority of Hollywood's premium content. LG OLED TVs, recognized for their superior performance, are used by Technicolor as consumer reference displays in the production of home delivery versions of major Hollywood movies and television content, including *Logan* and *Sense 8*.

Furthering LG OLED TVs' ability to reproduce the most lifelike images, all 2017 LG OLED TVs feature Active HDR, which delivers brighter highlights and greater shadow details when displaying HDR content. Active HDR allows the TVs to process the picture scene by scene, inserting dynamic data where needed. Even more, 2017 LG OLED TVs support multiple HDR formats including Dolby Vision<sup>™</sup>, HDR10 and HLG (Hybrid Log Gamma) broadcast technology.

All LG OLED TV models come with the latest generation of LG's highly-acclaimed webOS Smart TV platform, which makes finding and switching between limitless content options – including broadcast TV, streaming services, a growing library of 4K and HDR programming and external devices – simple and fast.

LG's entire lineup of OLED TVs can be experienced firsthand at CEDIA 2017 from Sept. 7-9 in booth #4635 at the San Diego Convention Center. For more information on LG 2017 home entertainment products, go to <http://www.lg.com/us/tv-audio-video>

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**About LG Electronics USA**

LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$48 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics sells a range of stylish and innovative home entertainment products, mobile phones, home appliances, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG's "Life's Good" marketing theme.

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