

## **LG BRINGS EXPANDED 2017 AUDIO LINEUP TO CES**

*From Dolby Atmos<sup>®</sup> Sound Bar to Party Speakers,  
LG Has Something for Everyone in 2017*

**LAS VEGAS, Jan. 3, 2017** — This week at CES<sup>®</sup> 2017 in Las Vegas, LG Electronics (LG) is showcasing an expanded lineup of versatile and portable audio products for avid audiophiles and casual listeners alike. LG's newest audio devices implement emerging technologies that maximize<sup>1</sup> compatibility with LG's premium TVs, offering an enhanced cinematic experience with surround sound capabilities and further expanding the ways consumers can enjoy music and movies.

“LG's new audio products feature powerful capabilities, sophisticated designs, and a high level of sound fidelity and versatility for a diverse range of listeners,” said Tim Alessi, head of product marketing at LG Electronics USA. “LG continues to push boundaries to offer sound systems that are perfect for any listening occasion, and the new 2017 lineup is the perfect demonstration of this.”



### **The Next Generation of TV Sound Bars**

Leading the 2017 lineup is LG's new SJ9 sound bar, which harnesses the power of Dolby Atmos<sup>®</sup> technology to recreate the ultimate cinema audio experience, while its sleek design adds an instant aesthetic accent to any home. In order to create such a powerful, textured sound, the SJ9 is equipped with multiple cutting-edge speakers, including two powerful up-firing speakers, to surround the listener from every angle.

Dolby Atmos delivers moving audio that can be precisely placed anywhere in a three-dimensional space, including overhead, to create realistic and breathtaking sound for a more immersive and emotive experience. Sounds are represented as independent objects by employing sophisticated metadata to describe the location and size of individual

audio objects in the 3-dimensional listening space and are then rendered in real-time so that each sound comes from its designated location, even directly overhead the listener.

The LG SJ9's 4K High Resolution Audio<sup>2</sup> is compatible with high quality lossless audio files, allowing it to faithfully recreate sounds that were originally recorded in the studio. In addition, the SJ9's 24-bit upsampling feature increases the quality of standard audio files to 24bit/192Hz, sharpening the subtle details and nuances of each track. The SJ9 also supports 4K Pass-Through to deliver pristine audio without compromising image quality, ensuring a perfectly synchronized audio visual experience.

At CES 2017, LG will also unveil the SJ8 sound bar, which delivers robust audio performance in a slim and efficient 1.5" profile. The advanced SJ8 sound bar integrates seamlessly with LG's new range of 2017 TV models for a cohesive cinematic experience. With the TV Perfect Fit Kit, owners can insert the sound bar directly into certain LG TV sets by replacing the original stand with the SJ8. The SJ8 is equipped with many of the same stunning features as the SJ9, including 4K High Resolution Audio, 4K Pass-Through and the ability to stream content using Chromecast built-in.

Also joining the lineup is the SJ7 Sound Bar Flex, a powerful 320W sound bar that features two speakers that can be either set up as a traditional sound bar in the front of the room, or as a surround sound solution with one speaker positioned in the front, and the other in the rear providing the listener with real front-and-back surround audio. The two halves of the SJ7 connect wirelessly to each other, providing outstanding room-filling sound. Furthermore, one of the speakers has a built-in battery for increased versatility. By switching to the portable mode, you can enjoy it as a wireless Bluetooth speaker anytime, anywhere.



### **Powerful LOUDR Speakers for Fun**

Designed with party-goers and music makers in mind, LG's LOUDR sound systems pack powerful audio capabilities to create the perfect party atmosphere.

The LOUDR CJ98 is capable of generating 3,500W of powerful sound, instantly creating a lively atmosphere. The CJ98's Party Thruster feature allows the DJ to perfectly time a song's build-up, bass drop and lighting effects through a sliding throttle control. It is also equipped with an array of unique controls, looping buttons and sharing features to customize the audio experience and enhance the party atmosphere. Karaoke fans will be pleased with the CJ98's diverse range of vocal effects and the Karaoke Creator feature, which suppresses the vocals from songs and allows singers to change the audio track's key.

The LOUDR OJ98 is similarly designed to enhance the party atmosphere, using a folded horn design hidden inside its chassis to efficiently produce acoustic pressure. The OJ98's Sparkle Lighting effect pulses and reflects light in rhythm to the music, and to add even more excitement to any party, the OJ98 is equipped with the Party Kick Starter

feature, which simulates the sound of a revving racecar engine. The OJ98's 43" height places key controls like the Party Thruster within perfect reach.

During CES, LG is also unveiling the FJ7 portable loudspeaker system, designed to maximize portability while also providing 400W of high output sound without distortion. The system comes with convenient handles and wheels to take it on the go.

LG's full 2017 audio lineup will be on display at CES in Las Vegas, January 5-8 (Booth #11100, Central Hall).

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<sup>1</sup> The "Wireless Sound Sync" feature uses Bluetooth to eliminate the need for a physical connection between the sound bar and an LG TV making it easier to set up and control the TV and sound bar with a single remote.

<sup>2</sup> Over 4,000kbps (24bit x 96kHz x2ch) hi-resolution audio data, full processing.

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#### **About LG Electronics USA**

Named 4K Ultra HD Partner for CES 2017, LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$49 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics, a proud ENERGY STAR Partner of the Year, 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. [www.lg.com](http://www.lg.com).

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