

FOR IMMEDIATE RELEASE**LG UNVEILS FUTURISTIC 2018 TV LINEUP
WITH ADVANCED DISPLAY TECHNOLOGY AT CES 2018**

*LG Delivers Next-Level AI and Viewing Experiences to the Living Room
with Innovative 2018 LG OLED and LG SUPER UHD TVs*

LAS VEGAS, Jan. 8, 2018 — At CES[®] 2018, LG Electronics USA will unveil its full line of 2018 LG AI OLED and LG AI SUPER UHD TVs for the United States, showcasing LG's latest portfolio of premium TVs. This year's lineup adds key innovations, including LG ThinQ[®] artificial intelligence, the new α (Alpha) 9 intelligent processor and Full-Array Local Dimming (FALD) backlighting, which bring added convenience and more immersive picture qualities to the home cinema.

In 2018, LG builds upon its legacy as the pioneer of OLED TV technology with the addition of nine new 4K LG AI OLED TVs in different design configurations and sizes, ranging from 55- to 77-inches. New in 2018, LG will also introduce seven new 4K LG AI SUPER UHD TV models, ranging in size from 55- to 75-inches.

“LG's 2018 TV lineup represents the next generation entertainment experience in the connected home,” said Tim Alessi, senior director, product marketing for home entertainment at LG Electronics USA. “By marrying cinema-quality display technology with LG ThinQ artificial intelligence in breathtaking form factors, LG continues its leadership at the forefront of innovation in the OLED and premium TV market globally.”

Smarter TVs with Seamless Connectivity to the Modern Smart Home

New for all 2018 LG AI Smart TVs, including LG OLED and LG SUPER UHD TVs, LG introduces ThinQ artificial intelligence, enabling the implementation of hundreds of voice requests utilizing webOS, LG's own award-winning open smart platform, as well as third-party AI services. LG ThinQ combines the simple and fast webOS Smart TV platform with integrated Google Assistant and deep learning technology to create an AI

capability that uses voice commands to control TV functions, search for content over-the-air or on various streaming partners, or control other connected IoT devices in the network. LG's full 2018 4K UHD TV lineup is equipped with the 2018 ThinQ AI, making them a seamless addition to any connected home.

LG's 2018 TV lineup also features webOS, the upgraded Smart TV platform that makes switching between content options – including broadcast TV, streaming services and external devices – simple and fast. With the Magic Remote and uniquely refined launcher bar, dive into a limitless world of premium content – including 4K streaming and HDR – from the most popular entertainment providers.

Intelligent Processing for the Ultimate Viewing Experience

With LG's α (Alpha) 9 intelligent processor powering the LG SIGNATURE OLED W8, LG OLED E8 and LG OLED C8, viewers will experience enhanced image rendering and more accurate color from virtually any viewing angle in addition to OLED's hallmark perfect black levels. Combined with Dolby Atmos sound and the 2018 LG OLED lineup's picture quality, this year's TVs will provide consumers a heightened viewing experience sure to fully immerse them in any scene.

The 2018 LG SUPER UHD lineup is powered by LG's α (Alpha) 7, the same powerful processor found in the LG OLED B8. By combining Nano Cell, FALD backlighting and the α (Alpha) 7 processor, LG's 2018 SK9500 and SK9000 LG SUPER UHD AI TVs offer LG's most advanced LCD picture quality ever. To complement the upgraded viewing experience, 2018 LG SUPER UHD AI TVs will also add the support of Dolby Atmos for an immersive audiovisual experience.

Unmatched HDR Capabilities for Superior Image Optimization

Building upon LG's legacy of delivering a superior high dynamic range (HDR) viewing experience, all 2018 LG OLED and LG SUPER UHD AI TVs will feature 4K Cinema HDR, enabling the support of all major HDR formats, including Dolby Vision, newly added Advanced HDR by Technicolor, Hybrid Log Gamma (HLG) and HDR10, as well

as enhanced processing with HLG Pro and HDR 10 Pro, granting consumers even greater access to the full spectrum of high-quality HDR content available today. LG's 2018 AI OLED TVs and AI SUPER UHD TVs process HDR images dynamically frame by frame using LG's proprietary algorithm, Enhanced Dynamic Tone mapping.

2018 LG OLED TV Lineup

LG SIGNATURE AI OLED TV Picture-on-Wall W8 Series

77-inch class (76.7-inches diagonal) model 77W8
65-inch class (64.5-inches diagonal) model 65W8

LG AI OLED TV Picture-on-Glass E8 Series

65-inch class (64.5-inches diagonal) model 65E8
55-inch class (54.6-inches diagonal) model 55E8

LG AI OLED TV C8 Series

65-inch class (64.5-inches diagonal) model 65C8
55-inch class (54.6-inches diagonal) model 55C8

LG AI OLED TV B8 Series

65-inch class (64.5-inches diagonal) model 65B8
55-inch class (54.6-inches diagonal) model 55B8

LG SUPER UHD TV Lineup

LG AI SUPER UHD TV SK9500

65-inch class (64.5-inches diagonal) model 65SK9500
55-inch class (54.6-inches diagonal) model 55SK9500

LG AI SUPER UHD TV SK9000

65-inch class (64.5-inches diagonal) model 65SK9000
55-inch class (54.6-inches diagonal) model 55SK9000

LG AI SUPER UHD TV SK8000

75-inch class (74.5-inches diagonal) model 75SK8000
65-inch class (64.5-inches diagonal) model 65SK8000
55-inch class (54.6-inches diagonal) model 55SK8000

Visitors to CES can experience LG's full 2018 TV lineup at booth #11100 in the Central Hall of the Las Vegas Convention Center. For more information please visit <http://CES2018.lgusnewsroom.com>.

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About LG Electronics USA

Named CES® 2018 4K UHD Partner, 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 appliances, home entertainment products, mobile phones, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG's "Life's Good" marketing theme. For more news and information on LG Electronics, please visit www.LG.com.



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