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LG ENTERS DEEPTHINQ MODE
TO ADVANCE AI PRODUCTS AND SERVICES
Proprietary Deep Learning Platform to Power Product Development

LAS VEGAS, Jan. 8, 2018 — LG Electronics is advancing its proprietary artificial intelligence (AI) technology and deep learning capabilities with the rollout of its own AI development platform, DeepThinQ 1.0. The new platform will enhance efforts to speed up the release of new products equipped with the latest technology across LG's business units.

DeepThinQ 1.0 was developed last year with the establishment of LG's Artificial Intelligence Lab in Korea to accelerate research into AI. The platform enables seamless integration of AI into a wider range of products, enabling LG product developers to apply deep learning to future products. In line with the open platform, open partnership strategy of its recently announced AI brand ThinQ, LG products developed with DeepThinQ – from mobile devices to home appliances – will deliver a comprehensive user experience by linking a host of technologies and solutions to its state-of-the-art AI platform.

DeepThinQ 1.0 boasts AI functions such as voice, video and sensor recognition as well as spatial recognition and human body detection, developed and refined through analysis of LG user habits over time. From its inception, DeepThinQ 1.0 has been designed as an open technology, supporting a variety of operating platforms such as Android, Linux and webOS to advance the collaboration and innovation of next generation technologies.

Products developed on the DeepThinQ platform will become smarter over time through the utilization of cloud servers. This learning feature is at the heart of DeepThinQ, enabling LG AI products to understand not only their external environments but also the behavioral patterns of their customers. For example, LG ThinQ air conditioners have the

ability to learn and analyze customer living patterns over time, thereby understanding and automatically cooling a room to the temperature preferred by the occupant. In the car, LG's cabin monitoring technology learns the driver's facial expressions and gestures and recognizes the moment the driver starts to get drowsy. Eventually, ThinQ will be able to automatically adjust the music, lighting or climate inside the car by learning about the passengers who most often occupy the car.

DeepThinQ is already changing the way certain products targeting the commercial and consumer sectors are designed. LG's CLOi airport guide robots at Korea's Incheon International Airport employ sophisticated ambient noise technology that improves voice recognition, allowing them to better serve travelers.

"DeepThinQ is the embodiment of our open philosophy – to provide the most powerful AI solutions to our customers via a strategy of open platform, open partnership and open connectivity," said Dr. I.P. Park, LG Electronics Chief Technology Officer, who introduced LG DeepThinQ and the company's AI technologies on the eve of CES® 2018. "With DeepThinQ, LG Electronics is leading the world in the development of AI and the many ways in which Life's Good with LG smart appliances and other products.

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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 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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