



**FOR IMMEDIATE RELEASE**

**LG HOM-BOT TURBO+ ROBOT VACUUMS  
DELIVER SMARTER, QUIETER WAY TO CLEAN**

*New Wi-Fi-Enabled Vacuums Perform More-Connected Clean  
With Home Security Features and Google Assistant Compatibility*

**ENGLEWOOD CLIFFS, N.J. July 24, 2017** — LG Electronics USA launched a new fleet of robot vacuums – three LG Hom-Bot™ Turbo+ models – taking the category to the next level with Wi-Fi®-enabled features, home security settings, and Google Assistant\* compatibility for a more convenient, connected cleaning experience. LG Hom-Bot Turbo+ is one of the quietest robot vacuums\*\* on the market, so families can enjoy listening to music, watching TV and more while it cleans.

All three LG Hom-Bot Turbo+ models feature Wi-Fi capabilities, putting total control in the user's hands through their smartphone. The flagship model in gold (CR5765GD) also offers hands-free operation using voice command with the Google Assistant on Google Home. Plus, thanks to an innovative design that absorbs vibrations and reduces noise, LG Hom-Bot is the quietest robot vacuum on the market on non-carpeted floors.

Equipped with two cameras that precisely map the floors to help assure that it doesn't miss a spot, LG Hom-Bot Turbo+ offers a new way to keep a clean and secure home. With LG SmartThinQ® app on any Android or iOS smartphone, LG Hom-Bot can be accessed from anywhere to activate one of up to seven cleaning modes or live-stream the home using its front facing camera. The front facing camera doubles as a security feature on its flagship model as users can use the live-stream to check on their home. Moreover, LG HomeGuard™ motion detection technology gives consumers peace of mind, as the camera snaps five photos if it senses any movement.



“LG understands people want not only a clean home, but also a safe home and LG Hom-Bot Turbo+ helps them have both,” said David VanderWaal, vice president of marketing for LG Electronics USA. “LG Hom-Bot is the perfect partner in keeping a tidy and secure home, offering the convenience and performance of thorough cleaning functionality, along with the added security benefit of keeping an eye on the home, kids and even pets.”

### **Part housekeeper, part guard dog**

With LG HomeView™ live-stream technology\*, users can view and vacuum their home from anywhere using their smartphone. As LG Hom-Bot navigates through the home, it sends real-time video via the app so users can see the areas that need cleaning the most – or monitor their house and kids while it cleans.

With LG HomeGuard™ motion detection technology, the vacuum automatically detects movement within view, snap images and sends them directly to the user’s smartphone via the app. Homeowners can rest assured their home is safe while on vacation or ensure the kids are home from school all with the help of their vacuum. If there is ever a security concern, users have the option to make an emergency call right from the LG SmartThinQ app.

### **Quiet, smarter cleaning**

LG Hom-Bot’s unique slim and square design creates a more effective and efficient clean as it is better equipped to get into tight spaces and corners. The square shape and longer side brushes easily sweep up pesky dust bunnies in the corners, wall edges, and other small areas. From cereal to pet hair, LG Hom-Bot can tackle any mess. Its innovative design also assists in absorbing vibrations making the vacuum one of the quietest on the market at just 60 dB on non- carpeted floors.

The Dual Eye 2.0 mapping system uses LG Hom-Bot’s top and front cameras to assess the room and area by scanning ceilings, walls and floors of every room prior to cleaning to maximize effectiveness. This technology allows the vacuum to remember the layout of rooms, making it more efficient with each use.



With its collision-safe digital bumper, LG Hom-Bot features multiple ultrasonic sensors that can recognize objects and obstacles in its cleaning paths. While other conventional vacuums have to "bump to know," LG Hom-Bot identifies objects it needs to avoid. Users can also schedule LG Hom-Bot™ to clean at a certain time, giving them peace of mind that they'll walk into a clean home.

The vacuum features up to seven custom cleaning modes that are uniquely suited to each task. The modes range from Zig-Zag for large areas to Smart Turbo, which cleans with turbo-charged performance. LG Hom-Bot seamlessly moves from one surface to the next, automatically kicking into Turbo once it detects carpet for a deeper and more thorough clean. To pick up dust from hardwood, tile, and stone, consumers have the option to use a slide-in dry mop cloth.

### **Clean you can count on**

Backed by a 10-year warranty, the vacuum's Smart Inverter Motor™ allows maximum suction, high efficiency and enhanced durability. While conventional motors use a carbon brush prone to wear and tear, the Smart Inverter Motor operates on frictionless magnetic power.

A full lineup of LG Hom-Bot vacuums are available now at select U.S. retailers, with national availability rolling out early Fall:

- **LG Hom-Bot Turbo+ Metallic Gold** (model CR5765GD): 14.4V capacity, LG HomeView, LG HomeGuard, Dual Eye 2.0, seven cleaning modes, available in metallic gold (M.S.R.P. \$999).
- **LG Hom-Bot Turbo+ Ocean Black** (model CR3465BB): 14.4V capacity, Wi-Fi capability, Dual Eye 2.0, seven cleaning modes, available in ocean black (M.S.R.P. \$799).
- **LG Hom-Bot Turbo+ Ruby Red** (model CR3365RD): 14.4V capacity, Wi-Fi capability, Dual Eye 2.0, six cleaning modes, available in ruby red (M.S.R.P. \$699).

To learn more about the LG Hom-Bot lineup, visit [www.lg.com/us/robot-vacuums](http://www.lg.com/us/robot-vacuums).



\* This feature is only available in the flagship model in gold (model CR5765GD)

\*\* Tested against market leading robot vacuums on non-carpeted floors.

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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 \$49 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics, a proud 2016 ENERGY STAR Partner of the Year, 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](http://www.lg.com).

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