

FOR IMMEDIATE RELEASE

**LG ELECTRONICS DEBUTS OLED DIGITAL SIGNAGE,
USHERS IN NEW ERA OF COMMERCIAL DISPLAY TECHNOLOGY**

*Unveiled at DSE 2016, Dual-Sided OLED Digital Signage Displays
Bring Unparalleled Picture Quality, Flexibility to Commercial Marketplace*

LAS VEGAS, March 16, 2016 – LG Electronics USA Business Solutions today announced digital signage displays based on revolutionary OLED technology. The paper-thin, dual-sided displays with perfect blacks and incredible color will be available in curved and flat configurations. Ushering in a new premium standard to the digital signage marketplace, LG’s commercial OLEDs feature the unrivaled picture quality that customers recognize from LG’s state-of-the-art consumer OLED televisions, now available to businesses seeking high-end display solutions that offer an unrivaled consumer experience.

“With a fully established stake in the ground in the consumer marketplace, LG is now expanding the OLED reach to end-users in the commercial arena for a truly immersive viewing experience that’s unlike anything they’ve ever seen,” said Clark Brown, vice president, digital signage, LG Electronics USA Business Solutions. “LG is able to empower business owners and system integrators to reach and engage consumers in ways never thought possible by creating a lasting impression and driving businesses’ bottom line.”

OLED is an entirely new category of display that delivers an awe-inspiring picture with perfect blacks and incredible color, even from wide viewing angles unlike any LCD/LED display can deliver. With OLED, each of the screen’s 8 million pixels can be turned on and turned off. That means blacks rendered by LG’s OLED displays are up to 200 times deeper than those of an LCD panel, creating an infinite contrast ratio and bringing colors to life like never before possible.

Dual-View Curved Tiling OLED Display

The Dual-View Curved Tiling OLED display offers a beautifully curved design using slim tiles to form customizable displays that link two, three or four tiles together. The 65-inch portrait display, boasts a paper-thin and an eye-catching dual-sided view to offer customers a multi-media experience while providing retailers a way to utilize their space efficiently.

Each screen boasts 4K Ultra HD (3840 x 2160) resolution, showcasing a bigger, bolder and more lifelike viewing experience to capture consumer attention effortlessly. High-performance system-on-a-chip (SoC) and an internal memory capacity enable perfect UHD-synced playback without the need for PCs or media players. The Dual-View Curved Tiling OLED display can fit perfectly into any retail or commercial space.

Dual-View Flat OLED Display

The Dual-View Flat OLED display also offers a space-efficient dual-sided view to provide customers a two-sided media experience in full HD (1920 x 1080). With an even slimmer depth, measuring under 8mm, and three different installation options – ceiling suspension, wall-mount and floor stand – this 55-inch flat OLED commercial display allows retailers to plan the most efficient use in any retail space while utilizing a high-end display solution.

The display has the unique ability to swap and mirror content on either side of the screen with a simple press of a remote control button.

Visitors to LG's booth at DSE 2016 (March 16-17, Las Vegas Convention Center, Central Hall #1210) will be able to experience LG's new commercial OLED displays first hand.

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About LG Electronics USA Business Solutions

LG Electronics USA Business Solutions serves commercial display customers in the U.S. lodging and hospitality, digital signage, systems integration, healthcare, education, government and industrial markets. Based in Lincolnshire, Ill., with its dedicated engineering and customer support team, LG Electronics USA Business Solutions delivers business-to-business technology solutions tailored to the particular needs of business environments. LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a \$49 billion global force in consumer electronics, mobile communications, home appliances and air solutions. LG is a 2015 ENERGY STAR Partner of the Year-Sustained Excellence. For more information, please visit www.LGSolutions.com.

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