

Embargo until August 28, 10:00 AM (ET)

**LG PARTNERS WITH AUDIO EXPERTS TO DELIVER
CUSTOMIZED HI-FI AUDIO EXPERIENCE IN UPCOMING V30**

*Hi-Fi Filter, Sound Presets and Hi-Fi Streaming Promise to Delight Audiophiles
Everywhere*

ENGLEWOOD CLIFFS, N.J., Aug. 28, 2017 — The upcoming V-series smartphone from LG will offer next-generation audio functionality for a personalized sound experience that is also easy to use. Developed in conjunction with audio experts, the LG V30 is the perfect mobile device for audiophiles.

The LG V30 takes the Hi-Fi Quad DAC first introduced by its predecessor to a whole new level – it features a 32-bit Advanced Hi-Fi Quad DAC powered by ESS Technology’s SABRE ES9218P. LG’s Hi-Fi Quad DAC presents two new features: digital filters and sound presets. While LG’s original Hi-Fi Quad DAC emphasized delivering Hi-Fi sound as close as possible to the original source by minimizing distortion and white noise, the new Advanced Hi-Fi Quad DAC offers more options to customize the audio experience.

Customizable digital filters in the V30 Advanced Hi-Fi Quad DAC, typically only available in expensive digital audio players, improve the pre- and post-ringing of the impulse response. In developing sound presets, LG engineers studied the characteristics of popular tones and identified the best combination of sounds to create four optimal pre-programmed settings: enhanced, detailed, live and bass. Even with ordinary headsets, LG V30 users can experience much of the high-quality audio enjoyed by listeners using expensive headsets.

The Hi-Fi Quad DAC controls left and right audio signals separately, adjusting balance in such detail that listeners will feel as if they are standing in the center of a concert hall. The audio paths are wider than ever in the V30 so it can process large, high-quality audio files without lag and with greater accuracy.

The LG V30 also supports high-resolution audio streaming via MQA technology, the

next big trend in mobile music. MQA is a streaming-focused file format that offers music fans high fidelity sound but in a file size smaller than other formats, reducing the inconvenience of large downloads or the strain on consumers' mobile data packages. By combining V30's stellar Quad DAC with MQA technology, users will enjoy an unrivaled listening experience.

What's more, with the HD Audio Recorder in the V30, the audio receiver of the phone can be used simultaneously as a microphone (Receiver-as-a-Mic or RAM). The RAM can record loud sounds clearly, so the LG V30 can record a wider dynamic range of sounds, from a whisper to a thunderstorm, without distortion.

"LG has partnered with audio specialists to push the boundaries of smartphone audio to enable more bespoke listening experiences in the V30," said Juno Cho, president of LG Electronics Mobile Communications Company. "The combination of advanced Hi-Fi audio technology and the superb images generated by its OLED FullVision display makes the LG V30 a true multimedia powerhouse."

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About LG Electronics MobileComm U.S.A., Inc.

LG Electronics MobileComm U.S.A. Inc. based in Englewood Cliffs, N.J., is the U.S. sales subsidiary of LG Electronics, Inc. a global innovator and trend leader in the global mobile communications industry. LG is driving the evolution of mobile forward with its highly competitive core technologies in the areas of display, battery and camera optics and strategic partnerships with noted industry leaders. LG's consumer-centric products -- including the flagship premium G Series models -- incorporate unique, ergonomic designs and intuitive UX features that enhance the user experience. The company remains committed to leading consumers into the era of convergence, maximizing inter-device connectivity between smartphones, tablets and a wide range of home and portable electronics products. For more information, please visit www.LG.com.

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