

## **LG USHERS IN NEW TV CATEGORY, MAKES ADVANCED OLED TV DISPLAYS ATTAINABLE FOR MORE CONSUMERS**

*LG Triples OLED TV Line-up, Slashes Prices More than 30 Percent*

**ENGLEWOOD CLIFFS, N.J., Oct. 8, 2015** — With an expanded family of OLED TVs at aggressive new price points, LG Electronics is moving the industry’s most advanced video display technology from an aspirational, early-adopter product to a mainstream category, the company announced today.

Marking a significant milestone for the company that pioneered the revolutionary OLED TV technology, LG is announcing 30- to 45-percent price reductions for the new flat EF9500 series and curved EG9600 series 4K Ultra HD OLED TVs. Further taking OLED technology from the realm of premium products to the mass market, LG also is introducing sub-\$2,000 prices for Full HD OLED TVs for the first time in the industry.

In less than a year, LG has tripled the number of models in its OLED TV portfolio. LG OLED TVs are now available in 55-, 65-, and 77-inch class sizes, both curved and flat, and 1080p Full HD and 4K Ultra HD resolutions. The LG OLED category will be a highlight of the Custom Electronic Design and Installation Association’s annual trade show next week in Dallas. LG OLED is the Exclusive CEDIA Expo 2015 Partner.

“OLED TV is not just a new TV — it’s an entirely new category of television that delivers what experts and consumers alike are hailing as the best picture ever, a clear indication that OLED is here to stay,” said William Cho, President and CEO, LG Electronics USA. “LG is the first and only manufacturer to deliver OLED TV to U.S. consumers, and our vision is to make this revolutionary technology more attainable by more consumers at prices comparable to many LED TV models on the market.”

Through the company’s ambitious and visionary approach to being the first to bring large-screen OLED TVs to market, LG has achieved significant manufacturing efficiencies, allowing LG OLED prices to drop rapidly. For example, even with new features

and design enhancements, LG's new 55-inch class Full HD Curved OLED TV now priced at \$1,999 is more than 85 percent lower than the price of LG's first-generation 55-inch class model, which first sold for \$14,999 two years ago.

### **More Affordable, More Widely Available**

Available nationwide through big-box retailers, regional dealers and specialty and custom-installation retailers, LG OLED TVs are now priced comparably to many of today's premium LCD/LED TVs. New LG OLED TV pricing is effective now and instant rebates are in effect for the remainder of the year:

#### ***EF9500 Series: Flat OLED 4K Ultra HD TVs***

The world's first HDR-capable OLED TVs allow consumers to display high dynamic range (HDR) content from both streaming content partners and external source devices.

- 55-inch class (54.6 inches diagonal) **55EF9500 (New net price – \$2,999)**
  - Price move from \$5,499 to \$3,999, less \$1,000 instant rebate available through the end of 2015.
- 65-inch class (64.5 inches diagonal) **65EF9500 (New net price – \$4,999)**
  - Price move from \$6,999 to \$5,999, less \$1,000 instant rebate available through the end of 2015.

LG's EF9500 series TVs are the first OLED 4K TVs to be ENERGY STAR® certified.

#### ***EG9600: Art Slim Curved OLED 4K TVs***

Created with Art Slim design technology to beautifully complement any interior décor, this series is receiving a firmware update that enables consumers to stream HDR content from current and future streaming content providers.

- 55-inch class (54.6 inches diagonal) **55EG9600 (New net price – \$2,999)**
  - Price move from \$5,499 to \$3,999 less \$1000 instant rebate available through the end of 2015.
- 65-inch class (64.5 inches diagonal) **65EG9600 (New net price – \$4,999)**
  - Price move from \$6,999 to \$5,999 less \$1000 instant rebate available through the end of 2015.

### ***55EG9100: Full HD Curved OLED TV***

Model 55EG9100 with webOS is the successor to LG's critically acclaimed **55EC9300** 55-inch class Full HD curved OLED TV, offering the best 1080p picture quality available today – with perfect blacks and incredible color, even at wider viewing angles.

- 55-inch class (54.6 inches diagonal) 55EG9100 (**Net price – \$1,999**)
  - Priced at \$2,499, less instant rebate of \$500, starting week of Oct. 18.

Both the new 55EG9100 and its predecessor, the 55EC9300, are ENERGY STAR certified. The 55EC9300 is now available at the record-low price of \$1,799 while supplies last.

### **Out with OLD, in with the OLED**

OLED's revolutionary technology lets consumers enjoy awe-inspiring picture with perfect blacks and incredible color, even from wide viewing angles, unlike any LCD/LED TV can deliver. Blacks rendered by LG's OLED TV 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.

Perfect blacks are key to LG OLED's high dynamic range (HDR) capability. According to the Consumer Electronics Association (CEA®), HDR promises to deliver a more expansive range of darkness, brightness and shadow detail, further enhancing the viewing experience. All new LG OLED 4K UHD TVs meet the CEA guidelines for HDR-Compatible Video Displays.

LG OLED TVs feature the award-winning webOS Smart TV platform designed to make finding and switching between content options – including broadcast TV, streaming services and external devices – simple and fast. LG's updated webOS platform for 2015 models features an enhanced user interface, reduces boot time and allows users to personalize Launch Bar menus to make it easier than ever for users to access their favorite content, including entertainment from 4K partners\* such as Amazon Video, Netflix, DIRECTV and YouTube, and many more Full HD options.\*\*

Learn more about LG's 2015 OLED TV lineup at [www.lg.com/us/experience-tvs/oled-tv](http://www.lg.com/us/experience-tvs/oled-tv).

To follow the conversation online check out #OLEDisHere.

*\*4K/UHD content delivery standards still being developed.*

*\*\*Wireless Internet connection & certain subscriptions required and sold separately. Agreement to smart TV terms and conditions required to use certain smart features. Content and services vary by product and are subject to change without notice. WebOS does not support Flash. In order to stream 4K content you will need a high speed internet plan capable of receiving 20Mb per second of data.*

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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 \$56 billion global force and technology leader in consumer electronics, home appliances and mobile communications. LG Electronics, a proud 2015 ENERGY STAR Partner of the Year, sells a range of stylish and innovative home entertainment products, mobile phones, home appliances, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG's "Life's Good" marketing theme. [www.lg.com](http://www.lg.com).

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