

## LG'S HIGHLY ANTICIPATED 2016 OLED TV LINE LAUNCHES AT U.S. RETAIL



*Four New Series, Including Just-Launched B6 and C6, Deliver Awe-Inspiring Picture Quality, Advanced Features Including HDR, Stunning Design*

**ENGLEWOOD CLIFFS, N.J., May 24, 2016** – LG Electronics USA today announced pricing and availability for its 2016 OLED TV line, including the newly launched flat-panel B6 and curved-panel C6 series OLED TVs, which join the already released LG SIGNATURE OLED G6 and LG OLED E6 series available at leading retailers nationwide.

The entire 2016 LG OLED line of 4K Ultra HD Smart TVs deliver the stunning picture quality and advanced technologies of OLED: perfect blacks, improved brightness, expanded color, and amazing picture even at wide viewing angles. Each of the eight models also delivers a complete high dynamic range (HDR) experience for images that come to life with support for both Dolby Vision™ and HDR10 with “Ultra HD Premium” certification by the UHD Alliance.

“LG OLED TVs’ reputation for having the best picture available is backed by TV experts, Academy Award-winning directors and consumers alike – and the ultimate home entertainment experience is even better with new enhancements like HDR,” said David VanderWaal, vice president of marketing, LG Electronics USA. “Our 2016 OLED TVs combine our most advanced TV technologies with future-forward, stunning designs to elevate the TV experience to an entirely new level. And now, with two HDR formats, content has never looked more immersive or more lifelike.”

LG OLED TVs consistently bring viewers what TV experts have called the best picture quality available, and the entire 2016 line lives up to that billing. Thanks to OLED technology’s unique ability to turn each pixel on or completely off, LG OLED TVs produce perfect blacks and flawlessly render crisp, vibrant colors and rich shadow details, even when bright objects are directly next to deep, dark areas (unlike LCD TVs, which have a halo effect from light bleeding). With 10-bit panels and 10-bit processing power, LG OLED TVs can render more than a billion possible color variations – another reason that [Academy Award-winning directors](#) are recognizing the power of LG OLED TV, noting that nothing can compare to the technology when it comes to accurately portraying the original cinematic intent.

Along with a wider color gamut, LG OLED TVs can display the finest details of color and gradation. What’s better is that OLED’s incomparable picture quality holds up even from wide viewing angles so everyone can appreciate its color and clarity from any seat in the house. The same cannot be said for most LCD TVs, which suffer from color washout and lower contrast when off-axis.

LG OLED TVs are defined not only by their amazing picture quality, but also by elegant design. Across all four series, the TVs’ bezels are extraordinarily narrow and the OLED panel is so slim that it transforms the TV into a stunning design feature that will enhance the look of any room. The LG SIGNATURE OLED TV’s “Picture on Glass” sets new benchmarks in aesthetic design with an exceptionally thin depth (measuring about one-

tenth of an inch), a translucent glass back and a powerful, forward-facing sound bar that doubles as a unique stand for a seemingly invisible bezel and stand. The new E6 series also boasts an ultra-slim profile with a similar “Picture-on-Glass” aesthetic and traditional yet elegant stand.

### **HDR Done Right**

LG OLED TVs provide an unrivaled HDR experience with images that look more real, with more perceived depth and crisper, more vibrant color. By starting from perfect black – which only OLED can achieve – LG OLED TVs are able to produce the required light ranges for HDR at a lower peak brightness, resulting in an exceptional, comfortable HDR viewing experience.

All 2016 OLED TVs, along with [LG SUPER UHD LED TVs](#), support both industry-standard HDR formats established by the world’s leading broadcasters, film studios and consumer electronics manufacturers. Not only does the entire 2016 LG OLED lineup include HDR10 backed by the “Ultra HD Premium” certification from the UHD Alliance, but every OLED also features Dolby Vision technology for an enhanced HDR experience.

Dolby Vision content boasts superior color accuracy and uses dynamic metadata to adjust color, contrast and brightness on a scene-by-scene basis. Perhaps most importantly, Dolby Vision technology’s mapping engine will ensure content is optimized for the TV’s specifications rather than using a one-size-fits-all approach to ensure an excellent experience.

“Dolby Vision supports and builds on top of HDR10 to bring images to life on LG OLED and LG SUPER UHD TVs with a combination of brighter highlights, increased contrast, ultra-vivid colors and sharper details,” said Roland Vlaicu, Dolby Laboratories vice president, consumer imaging. “Dolby Vision is already the preferred format for filmmakers and content providers with all seven major movie studios supporting the

creation and release of Dolby Vision movies in the cinema and many streaming content providers defaulting to Dolby Vision as the preferred HDR format for the home.”

LG OLED and SUPER UHD TVs are the first TVs to be compatible with both core HDR formats. This is important for consumers because it assures access to all the HDR content available today and peace of mind that their TV will handle new content to come. Already, leading streaming content partners like Netflix, Amazon Video® and VUDU® offer premium HDR content and have announced aggressive plans to expand their content libraries with new titles available in Dolby Vision HDR. In fact, Netflix will deliver more than 150 hours of HDR content by the end of the year, including popular titles such as *Marvel's Daredevil* and *Marvel's Jessica Jones*. Amazon Video also will deliver 150 hours of HDR content by the end of the year. Titles available today in HDR include Amazon Original Series like *The Man in the High Castle*, *Transparent* and *Mozart in the Jungle*, with more titles, including those in Dolby Vision HDR, coming soon. VUDU currently offers a variety of titles in Dolby Vision HDR and is expanding its offering. LG OLED and SUPER UHD TVs will offer access to VUDU titles in Dolby Vision HDR this summer.

### **A Modern User Interface**

All LG OLED TV models come with the latest generation of LG's acclaimed webOS Smart TV platform. LG's webOS 3.0 adds advanced new features to make finding and switching between content options – including broadcast TV, streaming services and external devices – simple and fast. With enhanced mobile connectivity, remote features and more content options, LG webOS 3.0 makes it even simpler and more fun than ever for users to find and enjoy the content they want to watch.

The 2016 LG OLED TV line comprises four series (B6, C6, E6 and LG SIGNATURE G6) with eight models ranging from 55-, 65- and 77-inches class sizes as well as curved and flat configurations. All series are now available at retailers nationwide:

- **OLED6P – Flat-panel OLED TV (4K Smart TV with HDR)**
  - 55-inch class (54.6 inches diagonal) model [OLED55B6P](#): \$3,999
  - 65-inch class (64.5 inches diagonal) model [OLED65B6P](#): \$5,999
- **OLED6C – Curved-panel OLED TV (4K Smart TV with HDR)**
  - 55-inch class (54.6 inches diagonal) model [OLED55C6P](#): \$3,999
  - 65-inch class (64.5 inches diagonal) model [OLED65C6P](#): \$5,999
- **OLED6E – Flat-panel OLED TV (4K Smart TV with HDR and Picture-on-Glass design)**
  - 55-inch class (54.6 inches diagonal) model [OLED55E6P](#): \$4,999
  - 65-inch class (65.5 inches diagonal) model [OLED65E6P](#): \$6,999
- **OLED6G – Flat-panel LG SIGNATURE OLED TV (4K Smart TV with HDR, Picture-on-Glass design and harmon/kardon® sound bar stand)**
  - 65-inch class (64.5 inches diagonal) model [OLED65G6P](#): \$7,999
  - 77-inch class (76.8 inches diagonal) model [OLED77G6P](#): coming soon

Retailers carrying LG OLED TVs include Best Buy<sup>®</sup>, Amazon<sup>®</sup>, and premium regional retailers across the country. For more information on LG OLED TVs, please visit [www.lg.com/us/experience-tvs/oled-tv](http://www.lg.com/us/experience-tvs/oled-tv).

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*\*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 \$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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