

LG UNVEILS V10 SMARTPHONE, DESIGNED WITH CREATIVITY IN MIND

*All-New Phone Coming Soon to U.S., Features Many Firsts:
Second Screen, Dual Front Cameras, Manual Video Mode*

NEW YORK, Oct. 1, 2015 — LG Electronics (LG) today took the wraps off its newest smartphone, the LG V10, featuring all new multimedia capabilities. U.S. customers will be able to purchase the LG V10 available soon on AT&T, T-Mobile and Verizon.

The first of LG's new V Series phones, the LG V10 is designed to provide today's social-network-savvy consumers a rich multimedia experience – both for video consumption and creation. Distinctive new features such as a Second Screen, Dual Front Cameras and first smartphone in the US to offer real-time Manual Video Mode differentiate the LG V10 from the competition.

All this comes wrapped in a sturdy design that utilizes high-grade stainless steel and a durable silicone skin to make the V10 one of the rare smartphones to pass rigorous independent third-party drop tests for shock.

“The LG V10 was designed from the ground up, primarily as a multimedia smartphone for the sharing ecosystem,” said Juno Cho, president and CEO of LG Electronics Mobile Communications. “We heard from many customers that until the LG G4, they weren't comfortable going on vacation or outings without a separate camera. With the V10, we hope to do for video what the G4 did for photographs.”

Second Screen

Always pushing the boundaries of smartphone innovation, LG is introducing a Second Screen as an inset display above the main 5.7-inch QHD IPS Quantum Display on the LG V10. Working independently, the Second Screen can be set up as an “always on” display to enhance productivity with the LG V10 without impacting battery life. Set the Second Screen to display the weather, time, date and battery icon when the main display is off. With the main display on, the Second Screen can be set to convert to a dedicated launching area for shortcuts or your favorite apps. What's more, when you're enjoying a movie or game on the LG V10, the Second Screen will notify you discreetly without blocking your view when a call or text comes in. Ignoring the notification won't distract you from your video enjoyment or you can pause whatever you're doing to respond.

Dual Front Cameras and Multi-view Mode

Wide-angle images usually require a large, heavy lens that tends to distort the corners of photographs. The LG V10 features five megapixel Dual Front Cameras with two separate lenses to capture standard 80-degree selfies or perfect wide-angle 120-degree selfies, without the need to pan the smartphone, which increases the likelihood of camera shake. For a perfect wide-angle shot, the LG V10 employs a sophisticated software algorithm to combine images from the two separate lenses which are just far enough apart to provide two different points of view. The ability to take group selfies without a

selfie-stick has never been easier. Multi-view Mode can utilize all the cameras — the two in front and the one on the back — to capture up to four different angles. Select and insert the version that looks best in your social media masterpiece.

Video and Audio Capture Capabilities

As the LG G4 did with still photography, the LG V10 offers users the ultimate in video capturing, editing and sharing. The LG V10 is the first smartphone in the US to offer a real-time manual mode for video. First introduced for still photographs on the LG G4, the technology has been enhanced to handle video recordings as well. With Manual Video Mode, budding directors can easily create professional-quality videos by adjusting options such as shutter speed, frame rate, ISO, white balance and focus while recording. Videos can be recorded in three resolutions –HD, Full HD or Ultra HD –and in two aspect ratios: 16:9 standard or 21:9 cinematic.

In addition to its impressive professional-level video and audio capabilities, the LG V10, which is powered by the Qualcomm[®] Snapdragon[™] 808 processor with X10 LTE connectivity, offers these additional features that make video content look and sound their best:

- Steady Record uses an electronic image stabilization optimized for recording video to neutralize shake, helping to capture sharper video footage even when you're on the move.
- Snap Video Mode: create one video by combining many shorter videos.
- 15-Second Auto Edit: create a short video highlight clip by automatically eliminating blurred frames and static scenes.
- Quick Video Editor: easily trim or change the frame rate and add after-effects, such as colors and background music.
- Quick Share: when finished recording, a pop-up appears on the display showing options of popular social networks to make video sharing even easier and faster.
- Audio Monitoring: adjust the sensitivity of the three microphones more accurately during video recording and directly monitor and control audio inputs.
- Wind Noise Filter: eliminate external wind noise for high-quality sound when shooting video outdoors.

The LG V10 carries on LG's tradition of providing alternative storage options with a microSD card slot, compatible with cards of up to 2TB so LG V10 owners can shoot more 4K video as they please while on-the-go. And with the 3,000mAh removable battery, you can always be ready with a second or third replacement battery to pop in if you ever run low on power while shooting. And with Qualcomm[®] Quick Charge[™] 2.0 technology built-in, it only takes 40 minutes to get a 50 percent charge.

Durability and Design

The LG V10 was designed to be taken places other phones normally wouldn't feel at home. The resilient Dura Guard frame firmly secures the display to protect the phone from hard bumps and tumbles. The LG V10's frame is composed of SAE grade 316L stainless steel, the same tough, hypoallergenic material used to make surgical tools and

high-end watches. Since the edges and corners are the most vulnerable areas of a phone, the extra protection provided by the Dura Guard frame helps ensure maximum durability.

On the back and bottom of the display, the resilient Dura Skin offers added protection from direct impacts to the device. Dura Skin is soft to the touch but also is resistant to nicks and scratches. The LG V10's back grid pattern is designed specifically to offer a more secure grip, even when you're on the go. In independent testing and certification by MET Laboratories, LG V10 was dropped repeatedly at different angles from a height of 48 inches, and this rugged device was verified as "MIL-STD-810G Transit Drop Compliant" for shock.

Great Sounding Music and Voice

As an advanced multimedia smartphone, the sound in the V10 has been designed to be best-in-class. The LG V10 features the 32-bit Hi-Fi DAC by ESS Technology, designers of high-performance audio products for professionals. The LG V10 automatically detects connected devices and provides customizable sound control options. And V10 is the first commercial device to utilize Qualcomm Technologies' TruSignal™ antenna boost technology of the next-generation antenna tuner, designed to intelligently optimize signal strength at all times for fewer dropped calls, faster data and better call coverage, no matter how you hold the phone.

Access and Security

Along with LG's popular Knock Code, the LG V10 features a new fingerprint sensor to unlock the smartphone and turn on the display simultaneously. The sensor also works with Android Pay in the United States to make purchases quick and easy.

The LG V10, available initially in Korea starting this month, is coming soon to the United States, as well as and key countries in Asia, Latin America and the Middle East. Information regarding launch dates will be announced locally in the weeks to come.

Key Specifications:*

- Chipset: Qualcomm® Snapdragon™ 808 Processor
- Display: Main) 5.7-inch QHD IPS Quantum Display (2560 x 1440 / 513ppi)
Secondary) 2.1-inch IPS Quantum Display (160 x 1040 / 513ppi)
- Memory: 4GB LPDDR3 RAM / 64GB eMMC ROM / microSD (up to 2TB)
- Camera: Rear) 16MP with F1.8 Aperture / OIS 2.0
Front) 5MP Dual Lens (80° Standard Angle / 120° Wide Angle)
- Battery: 3,000mAh (removable)
- OS: Android 5.1.1 Lollipop
- Size: 159.6 x 79.3 x 8.6mm
- Weight: 192g
- Network: LTE-A Cat. 6
- Connectivity: Wi-Fi 802.11 a, b, g, n, ac / Bluetooth 4.1 / NFC / USB 2.0
- Colors: Space Black / Luxe White / Modern Beige / Ocean Blue / Opal Blue

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**Specifications may vary depending on the particular market.*

About LG Electronics MobileComm USA, Inc.

LG Electronics MobileComm, 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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