

LG V30 SMARTPHONE'S STUNNING VIDEO FEATURES HIGHLIGHTED IN COLLECTION OF ORIGINAL FILMS

*To Celebrate V30 Retail Release, LG Commissioned Short Films, Shot on V30,
and Partnered with New York Film Festival*

ENGLEWOOD CLIFFS, N.J., Oct. 16, 2017 — LG Electronics (LG) celebrated the retail launch of its newest flagship phone by commissioning six inspirational movie shorts by emerging filmmakers, who shot their films on the LG V30. LG also partnered with the 55th New York Film Festival for a weekend-long experiential activation in the Walter Reade Theater, as well as a private screening for the premiere of the original films.

“We’re excited to work with LG for this unprecedented partnership, as this collaboration shows how new technology can truly open up doors for aspiring filmmakers,” said Lesli Klainberg, Executive Director of the Film Society of Lincoln Center.

Creating Short Films, Shot on V30

Shot on the LG V30, the six short films debuted at the Film Society of Lincoln Center’s Elinor Bunin Munroe Film Center. Using V30 features like Cine Effect and Point Zoom, the films highlighted various storylines but all united under a narrative of creativity and passion for visual storytelling.

The V30 films and their creators are:

- **“[Just the Beginning](#)”** by Lisann Valentin
- **“[Tagged](#)”** by Elaine Del Valle
- **“[LMFAO](#)”** by Ramon Pesante
- **“[She Was Afraid to Fly](#)”** by Leyla Rosario
- **“[The Spectacular Tito Garcia](#)”** by Samuel Gomez and Marcos Sotomayor
- **“[High Stakes](#)”** by Diego Rooks

Following the screening, Bilge Ebiri, New York journalist and film critic at the *Village Voice*, hosted an engaging panel discussion with the filmmakers. From the latest trends in cinematography to the newest technology for movie production, the panel explored the current state of film and culminated in how the V30 allows aspiring filmmakers to tell their visual story in high quality, wherever, whenever.

The Phone for Your Story, Whatever It May Be

With the LG V30, the smartphone designed for cinematic videography, the films' creators used the phone's Cine Video mode to produce high-quality films.

Cine Video mode includes Point Zoom, which allows users to zoom in on any subject smoothly, regardless of its position in the frame, as well as Cine Effect, which provides a palette of presets to give videos a movie-like look, like romantic comedy, summer blockbuster, mystery, thriller and classic movie, among others.

"As a company, we design our products so that users can create and share meaningful content, so with V30, we focused on video specifically to help people tell their stories in a visual, high-quality way," said Chang Ma, president of LG Electronics MobileComm USA. "By partnering with the prestigious New York Film Festival, we wanted to give up-and-coming videographers a global stage to highlight their personal stories, and ultimately encourage everyone, whether you're a videographer or not, to continue to share their memorable moments."

Learn More

To see the selected short films shot on the LG V30, please visit <https://www.youtube.com/user/LGUSAMobile>.

For more information on the LG V30, availability and price, please check with your carriers directly or visit <http://www.lg.com/us/mobile-phones/v30>.

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About LG Electronics MobileComm USA, Inc.



LG Electronics MobileComm USA, 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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