

FOR IMMEDIATE RELEASE**LG SIGNATURE OLED TV W7 EARNS POPULAR SCIENCE'S
PRESTIGIOUS BEST OF WHAT'S NEW AWARD**

*LG's 77-inch SIGNATURE OLED W7 Recognized by Industry Experts at
The World's Largest Science and Technology Magazine*

ENGLEWOOD CLIFFS, NJ, Oct. 18, 2017 – The critically-acclaimed 77-inch class LG SIGNATURE OLED W7 “Wallpaper” TV has earned the coveted *Popular Science* “Best of What’s New” Award in the Entertainment category. The honor is the latest in a long list of accolades for LG OLED in 2017 which began with Best In Show honors at CES 2017 and a clean sweep at the annual CE Week TV Shootout.

The *Popular Science* Best of What’s New Awards is an annual program that honors the industry’s breakthrough hardware and software products. Each year, the editors of *Popular Science* review thousands of products in search of the top tech innovations of the year that represent a significant leap in their industry. “The Best of What’s New awards honor the innovations that shape the future,” says Joe Brown, Editor in Chief, *Popular Science*. From life-saving technology to incredible space engineering to gadgets that are just breath-takingly cool, this is the best of what’s new.” Best of What’s New awards are presented to 100 new products and technologies in 11 categories: Automotive, Aerospace, Engineering, Entertainment, Gadgets, General Innovation, Security, Software, Home, Health and Recreation.

“Earning *Popular Science*’s Best of What’s New award is an honor that highlights LG’s commitment to delivering consumers the very best home cinema experience,” said Tim Alessi, Senior Director, Product Marketing for home entertainment at LG Electronics USA. “The LG SIGNATURE OLED TV W is a spectacular feat of engineering and joins

the entire LG OLED TV lineup in demonstrating our commitment to innovation and leadership in television technology.”

The new flagship 77-inch class W7 LG SIGNATURE OLED TV flaunts a groundbreaking, minimalist Picture-on-Wall form factor while harnessing the unparalleled picture performance of OLED technology, immersive Dolby Atmos sound and unmatched high dynamic range capabilities to deliver a previously impossible home cinema experience. The 77-inch LG SIGNATURE OLED TV makes use of LG OLED’s unique ability to turn individual pixels completely off or on to reproduce the most lifelike images of any television with perfect blacks, stunning brightness, and an expanded color gamut. Combined with the intense detail of 4K Ultra HD and the ability to render over a billion rich colors, which allows the 77W7 to display 64-times more shades of color than conventional TVs, the display brings consistent theater-quality pictures to the home from even wide viewing angles.

The LG SIGNATURE OLED TV W7 was honored with the widest collection of TV awards at CES 2017, winning this year’s official *Best of the Best* award. LG’s 2017 OLED TVs maintain a tradition of excellence and includes the Picture-on-Wall design of the SIGNATURE W7, the Picture-on-Glass design of the E7 and SIGNATURE G7 series, and the blade-slim design of the C7 and B7 series.

To learn more about LG OLED TVs, please visit <http://www.lg.com/us/oled-tvs>.

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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 \$48 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics 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.

About Best of What's New

Each year, the editors of **Popular Science** review thousands of products in search of the top 100 tech innovations of the year—breakthrough products and technologies that represent a significant leap in their categories. The winners, the Best of What's New, are awarded inclusion in the much-anticipated December issue of **Popular Science**, the most widely read issue of the year since the debut of Best of What's New in 1988. Best of What's New awards are presented to 100 new products and technologies in 11 categories: Automotive, Aerospace, Engineering, Entertainment, Gadgets, General Innovation, Security, Software, Home, Health and Recreation.

About Popular Science

Founded in 1872, **Popular Science** is the world's largest science and technology magazine; with a circulation of 1.3 million and 6.8 million monthly readers. Each month, **Popular Science** reports on the intersection of science and everyday life, with an eye toward what's new and why it matters. **Popular Science** is published by Bonnier Active Media, a subsidiary of Bonnier Corporation.

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