

**Embargo until November 7, 09:00 (EST)**

**LG V30<sup>®</sup> CELEBRATES INSPIRING, RELATABLE  
MOMENTS IN ‘THIS IS REAL.’ CAMPAIGN**

*New LG Mobile Video Series to Highlight Authentic,  
Real-Life Experiences, Encourage Staying True to Oneself*

**ENGLEWOOD CLIFFS, N.J., Nov. 7, 2017** — LG Electronics (LG) will celebrate inspiring, yet relatable everyday moments in “This is real.,” a new digital marketing campaign for one of the industry’s hottest new flagship smartphones, the LG V30<sup>®</sup>. Through unique new video and social content, focused on the V30, LG will highlight real people doing, achieving and overcoming amazing things.

“Everyone has their own idea of what ‘real’ looks like. It’s not glitz and glam 24/7; it’s hard work and resilience, and this honesty is exactly what we’re celebrating in our newest campaign,” said Chang Ma, president of LG Electronics MobileComm USA, Inc. “At LG, we’re committed to empowering people to create and share meaningful content, so with ‘This is real.,’ we want to help people own their most authentic moments and tell their true life stories in fresh new ways.”

**Promise to Be Real**

To kick off the campaign, LG is producing a video series that features a montage of people making their own promise to be authentic and real. From revealing the sheer skill of a deaf dancer to highlighting the triumphs of an actress living with alopecia, the series will spotlight inspiring people’s stories in docu-style segments.

**The Phone for Your Real Story**

While documenting real and honest moments of inspiring individuals, LG will highlight the V30 as the smartphone to tell their moving stories in high quality. The spots follow real people and stories inspired by real people to show how they use the V30 to capture their everyday lives.

In addition to the “This is real.” video series, LG will roll out a series of V30 pop-up events across the country. The events, in key markets starting in December, will celebrate real people who demonstrate their individual creativity and use the LG V30 to promise to stay true to who they are.

The LG V30 features an F1.6 Crystal Clear glass lens and a host of video-focused features to add artistic touches to users’ memories. 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.

**Learn More**

To see the “This is real.” video series and to keep an eye out for LG’s pop-up events, visit: <https://www.youtube.com/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 U.S.A. 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](http://www.LG.com).

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