



LG ELECTRONICS DEBUTS 77-INCH 'LG SIGNATURE' OLED TV

*New Flagship OLED TV with Dual HDR Capability
Delivers Lifelike Picture with Deeper Dimensions and Stunning Design*

DALLAS, Sept. 15, 2016 – LG Electronics USA today introduced its flagship model in the exploding OLED TV category – the 77-inch class LG SIGNATURE OLED TV.

Unveiled at CEDIA 2016, the new 77-inch 4K Ultra HD Smart TV (OLED77G6P) carries a suggested price of \$19,999. It will be available for pre-sale through select retailers nationwide starting Saturday, with initial deliveries planned for next month. The 77-inch LG SIGNATURE OLED TV will be supported by the new LG SIGNATURE CONCIERGE service, an exclusive one-on-one customer support and service program.

The 77-inch class (76.7 inches measured diagonally) LG SIGNATURE OLED TV is the flagship of the expansive LG OLED TV portfolio, which includes the previously released 65-inch class (64.5 inches diagonal) LG SIGNATURE OLED TV, as well as the LG OLED E6, B6 and C6 TV series, representing the fastest-growing new category of television in the industry.

The new 77-inch LG SIGNATURE OLED TV, like its LG OLED brethren, reproduces the most lifelike images of any television with perfect blacks, stunning brightness, and an expanded color gamut – delivering what experts have hailed as the “best TV ever.”

“LG SIGNATURE represents the art of essence, the pinnacle of stylish design and innovation,” said David VanderWaal, vice president of marketing, LG Electronics USA. “The new flagship 77-inch OLED TV further elevates this new category of television with a dramatic home entertainment experience that means consumers can stop watching and start seeing.”

Unrivaled Picture Quality

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 processing, LG OLED TVs can render more than a billion possible color variations. What's better is that OLED TVs deliver incomparable picture quality even from wide viewing angles.

Groundbreaking Design

The LG SIGNATURE OLED TV is defined not only by its amazing picture quality, but also by its jaw-dropping design. 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 an extremely low-profile bezel and 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 colors. 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.

In addition to including open-format HDR10, every 2016 LG OLED TV features Dolby Vision™ technology for an enhanced HDR experience. Using dynamic metadata to adjust color, contrast and brightness on a frame-by-frame basis, Dolby Vision content boasts superior color accuracy. And, instead of HDR10's one-size-fits-all approach, Dolby Vision mapping engine technology ensures that content is optimized to the TV's

capabilities. Already the preferred format for filmmakers and content providers, Dolby Vision is supported by all seven major movie studios and many streaming partners.

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. In addition, the entire 2016 LG OLED lineup carries the “Ultra HD Premium” certification, which identifies products that can deliver the high standards for performance and immersive experience as set by the UHD Alliance.

Enhanced Content Options + Convenience

All LG OLED TV models come with the latest generation of LG’s acclaimed webOS Smart TV platform, which makes 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, including a growing library of 4K and HDR programming.

LG SIGNATURE CONCIERGE: A New Level of Personalized Service

As an exclusive benefit to LG SIGNATURE OLED TV owners that register their product, LG Electronics USA is launching “LG SIGNATURE CONCIERGE” – a 24/7 VIP-level service providing one-on-one customer support. LG SIGNATURE CONCIERGE includes a welcome package, a personalized call to explain program benefits, remote service, priority dispatch, and windowless technician arrival which pinpoints the arrival time to minimize the customer’s wait time. In addition, upon registration of the TV, LG SIGNATURE CONCIERGE members receive a \$200 American Express® gift card, an LG G Pad Tablet and future access to special invitations.



LG OLED is the Official 4K Ultra HD TV of CEDIA 2016, the annual conference hosted by the Custom Electronic Design and Installation Association, which represents 3,500 member companies worldwide and serves more than 22,000 industry professionals that manufacture, design and integrate goods and services for the connected home.

For more information about LG SIGNATURE OLED TVs, visit LGUSA.com/77OLED.

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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.

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