

LG INTRODUCES COMPACT LASER PROJECTOR DESIGNED FOR HOME CINEMA ENTHUSIASTS

*‘LG ProBeam’ Delivers Cinematic Viewing Experience
In Compact, Portable Form Factor*

ENGLEWOOD CLIFFS, N.J., May 31, 2017 — LG Electronics USA today introduced the “LG ProBeam,” a new laser projector that offers the versatility to deliver a full cinematic viewing experience anytime, anywhere. The compact new home theater projector is available now in the United States at a suggested price of \$1,499.99.

“As an industry leader in LED projectors, LG continually pushes the boundaries of innovation to provide consumers with affordable, high performing, and artfully designed home entertainment products,” said Tim Alessi, head of Home Entertainment product marketing at LG Electronics USA. “With the ability to project up to 2,000 lumens of brightness and a picture as big as 120 inches (diagonal), the lightweight and versatile LG ProBeam can transform any living space into your very own home theater.”

The LG ProBeam projector (model HF80JA) is equipped with an advanced laser engine that produces up to 2,000 lumens of brightness and features a slim, sleek design, which makes it more portable, thanks to its innovative I-shaped laser engine. Employing a compact standing-type design, the 4.6-pound LG ProBeam is one of the industry’s lightest Full HD laser projectors in the brightness range of 2,000 lumens.

“Never worry about screen distortion,” says Alessi, thanks to the LG ProBeam’s vertical Auto Keystone alignment feature that automatically detects and corrects any screen image distortion for ideal projection alignment. (Manual Keystone alignment also is available for fine tuning adjustments if needed.) With Bluetooth audio out, the LG ProBeam can be paired with any Bluetooth audio product such as an external speaker or headphones.

The LG ProBeam's Wireless Mirroring feature takes advantage of Miracast® to project content from smart devices onto a large projection screen. What's more, the LG ProBeam features Wireless Content Share via the LG TV Plus App. Simply download and install the free LG TV Plus app from Google Play or the App Store on a compatible Android or iOS device, to stream videos and photos easily from a smartphone or tablet to the projector over a home network. The LG TV Plus app also includes a handy touchscreen remote control feature for convenient and easy control of the LG ProBeam.

The LG ProBeam is equipped with LG's award-winning webOS Smart TV platform, giving consumers access to the ever-growing number of streaming services and other desired programs based on location and availability.* LG's Magic Remote Control allows for easy navigation of the webOS interface.

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*Wireless Internet connection required and sold separately.**

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. www.lg.com.

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