

## FOR IMMEDIATE RELEASE

### **LG GRAM 15Z980 NOTEBOOK LAUNCHES IN U.S. WITH ULTRA-PORTABLE DESIGN AND LONG-LASTING BATTERY** *Incredibly Lightweight Z980 Series Delivers Improved Mobility and Durability*

**ENGLEWOOD CLIFFS, N.J., Feb. 5, 2018** — LG Electronics USA today announced availability for the first of its latest premium, high-performance LG gram notebooks, which received high praise earlier this month at CES<sup>®</sup> 2018. The new 15-inch model, designed for those users who want powerful performance with maximum portability, is available now for purchase.

“LG continues to engineer the most easy-to-carry notebooks on the market today, while setting new industry standards for battery life and durability,” said Tim Alessi, head of product marketing at LG Electronics USA. “With the next generation LG gram, U.S. consumers will experience an innovative design that fits a 15.6-inch screen into a remarkably compact body.”

Equipped with the latest 8th Intel<sup>®</sup> Core<sup>™</sup> i7 processor and solid state drive (SSD) storage, the LG gram 15Z980 builds on the success of its predecessor and redefines portable computing with improved mobility and durability, as well as an upgraded processor and more versatility. While other compact notebooks achieve lower weight or smaller size by minimizing interior space, the LG gram 15Z980 offers a second SSD drive slot for even more internal storage for large video files.

The notebook’s Full HD IPS display supports a broad color gamut to deliver lifelike picture quality and a more immersive viewing experience. And for multimedia lovers, the LG gram 15Z980 has an SSD that can be configured to include as much as 1TB storage and up to 16GB DDR4 memory.

Its cutting-edge USB Type-C port offers all-in-one functionality that enables users to transfer data, display content, and charge connected devices through a single cord. Thunderbolt™ 3 allows for compatibility with Mac products, supports data transfer up to eight times faster than USB Type-C and enables seamless transmission of 4K/5K content to exterior displays.

### **Lightweight Design with Military-Grade Durability**

At 2.4 pounds, users can take the 15Z980 almost anywhere, anytime, without worry.<sup>1</sup> The ultra-thin body features a highly efficient 72Wh battery that allows longer use without plugging in, lasting up to almost a full day on a single charge.<sup>2</sup> What's more, the new LG new gram model is durable enough to use in the most extreme environments, passing seven stringent U.S. military MIL-STD 810G durability tests for resistance to impact, pressure and temperature. This improved durability is achieved by the Nano Carbon Magnesium full metal alloy body, often used in the aerospace industry where high strength and light weight are required. The result is an increase in durability by 20 percent compared to traditional magnesium objects.

### **More Features, More Versatility**

The LG gram 15Z980 is designed with a host of convenience-enhancing features and comes equipped with Windows 10 Home (64bit) for easier multitasking. Users can keep working in dark environments late with the backlit keyboard, while the built-in DTS Headphone:X technology provides the thrilling effect of 11.1-channel surround sound.

The LG gram 15Z980 also includes advanced optional features such as Touch Screen and Fingerprint Reader. And with LG's new IPS In-cell Touch technology, the notebook maintains its compact size while the enhanced touch screen allows for more delicate, accurate onscreen haptic control without color shift when touching the display.

Three models comprise the LG gram 2018 lineup:

- [LG gram 15Z980-R.AAS9U1](#) in dark silver with 8th Intel® Core™ i7 proces-

sors, with up to 1TB storage and 16GB DDR4 memory. Weight 2.4 pounds.  
Suggested price: \$1,999.99.

- **LG gram 14Z980-A.AAS7U1** in dark silver with 8th Intel® Core™ i7 processors, with up to 512GB storage and 8GB DDR4 memory. Weight 2.19 pounds. Suggested price: \$1,399.99.
- **LG gram 13Z980-A.AAS7U1** in dark silver with 8th Intel® Core™ i7 processors, with up to 256GB storage and 8GB DDR4 memory. Weight 2.13 pounds. Suggested price: \$1,549.99.

For more information on availability and pricing please check your local retailer or visit <http://www.lg.com/us/laptops>.

###

<sup>1</sup> The 13.3- and 14-inch models (models 13Z980 and 14Z980) weigh just 2.12 and 2.19 pounds, respectively, while the largest 15.6-inch model (model 15Z950) weighs in at 2.4 pounds.

<sup>2</sup> LG Gram notebook batteries on the 13.3-, 14- and 15.6-inch models last up to 22.5, 21.5 and 19 hours, respectively, based on 2014 MobileMark® criteria.

#### 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 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](http://www.LG.com).

#### Media Contacts:

LG Electronics USA

Chris De Maria  
201 408 9111  
[christopher.demaria@lge.com](mailto:christopher.demaria@lge.com)

Hans Larsen  
212 884 4072  
[hans.larsen@lg-one.com](mailto:hans.larsen@lg-one.com)