

**EMBARGOED UNTIL AUG. 18, 2015 AT 10 P.M. ET**

**LG WELCOMES FOOTBALL SEASON WITH EXPANDED AUDIO  
LINEUP FOR ULTIMATE GAME DAY EXPERIENCE**

*New Speakers Pair Versatility with Premium Sound  
for an Enhanced Listening Experience*

**ENGLEWOOD CLIFFS, N.J., Aug. 18, 2015** – LG Electronics USA today introduced an expanded family of wireless audio products, just in time for football season, when home entertainment is at an all-time high and sports enthusiasts are looking for the best game day experience possible. Highlights of the new lineup include rechargeable battery-powered, Bluetooth-enabled speakers that can deliver premium sound anywhere inside or outside the home, and a powerful home theater system for the most premium sound possible. The majority of new audio products will be available through select U.S. retailers starting October.

“Today’s consumers are looking for entertainment innovations designed to match their ever-evolving lifestyles,” said David VanderWaal, vice president of marketing, LG Electronics. “Sports enthusiasts are among the most passionate when it comes to elevating their game, and LG’s speakers offer the connectivity and versatility to help them create the ultimate game day experience. Whether it’s a surround sound system for your home theater or augmented sound for tailgating, LG is enhancing the most exciting sporting events of the season to a level that can only be matched by being in the stadium itself.”

**Delivering an Immersive Stadium Experience at Home or on the Go**

The new battery-powered, Bluetooth-enabled LG speakers were developed for consumers who want the convenience of portability but are uncompromising in their expectations for high sound quality. LG understands that not all game day viewing party needs are the same, so the lineup has three different battery-powered portable speaker variations for users to choose from: the LG Music Flow P7 and P5 and the SoundPop 360.

The **LG Music Flow P7** is a 20-watt speaker with up to 10 hours of battery life and that can be controlled using LG's intuitive Music Flow mobile app. Its sister speaker, the **LG Music Flow P5**, is an even lighter weight 10-watt model that delivers powerful sound with up to eight hours of battery life.

With the TV Sound Sync feature, either speaker can be connected to a compatible LG TV Bluetooth-capable TV for more private listening or an all-out game day experience. For guests who would rather listen to music than commercials, Multipoint allows the speakers to connect to multiple Bluetooth devices at once, unlike most Bluetooth speakers that only allow one controlling device at a time. Plus, the Dual Play feature lets users connect their device to two speakers at once for increased sound potential.

As part of LG's Music Flow series, the speakers support LG's Auto Music Play feature, which automatically begins playing music when the audio source comes within range. Both represent LG's commitment to expanding its wireless audio category to offer the most advanced products with compelling design and versatility.

For the more active listener, **LG SoundPop 360**, which was designed to mirror the shape of a drinking tumbler, is a cylindrical speaker that has a 360 degree range so music sounds great regardless of the listener's relative position. It's perfect for listening in large groups and the party can go well into the night with up to 20 hours of battery life.

### **Elevating Game Day with Enhanced Versatility and Power**

Also joining the audio lineup is LG's **X-Boom Theater** (Model LHB675) – a home theater system with Smart TV capability that delivers enhanced audio in a space-saving design. The X-Boom Theater produces thrilling, powerful sound thanks to a pair of tower speakers that boast 1000-watt total audio output with built-in subwoofers. The accompanying 3D Blu-ray player includes LG Smart TV functionality with access to streaming services like Netflix, Hulu Plus, Amazon Instant Video and YouTube.\* The

LHB675 is also compatible with LG's Music Flow family of audio products via the Multi-room mode, which allows users to send audio from a CD or USB to LG Music Flow speakers.

### **Sound Worthy of Tailgating**

The **LG Cube Speaker System** (Model OM7550) exemplifies LG's expanded offerings for the sports enthusiast who wants intense sound, even away from home. A perfect complement to any tailgate party, the Cube Speaker System offers a powerful combined 1000-watt speaker and subwoofer. It features two handy USB ports and a portable audio input, as well as Multipoint Bluetooth with NFC pairing that allows users to easily stream from compatible smartphones and tablets. For added fun, multi-color LED lighting pulses to the beat of the music, while an optional tripod provides the option to place the OM7550 cube in any desired location.

The lineup of home theater solutions will be available at U.S. retailers as follows. Models and suggested pricing include:

#### **Portable Bluetooth Speakers:**

- P5 (NP5550) speaker: \$99 (October)
- **P7 (NP7550) speaker:** \$149 (Available now)
- SoundPop 360 speaker (To be announced)

#### **Home Theater:**

- LHB675: \$499 (October)

#### **Cube Speaker System:**

- OM7550: \$449 (October)

For more information regarding LG's 2015 audio lineup, please visit <http://www.lg.com/us/home-audio-video>.

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\*Wireless Internet connection & certain subscriptions required and sold separately. Content and services vary by product and are subject to change without notice. 3D TV sold separately. Viewing 3D video content may cause discomfort. Visit [www.lg.com](http://www.lg.com) for details. Blu-ray is a trademark of Blu-ray Disc Association.

**About LG Electronics, USA.**

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