



LG TO INTRODUCE ALL NEW 4K HDR-ENABLED OLED TV LINEUP AT CES 2016

*Picture-on-Glass Design, Leading HDR Functions,
Perfect Blacks with Amazing Colors Separate LG OLED TVs from Competition*

LAS VEGAS, Jan. 5, 2016 — LG Electronics (LG) is unveiling its 2016 line of 4K HDR-enabled OLED TVs at CES® 2016 led by its flagship 77- and 65-inch class G6 and 65- and 55-inch class E6 models. The entire lineup consists of eight new models in flat and curved configurations and various sizes, all combining the superior performance of OLED's revolutionary display technology with 4K Ultra HD resolution and high dynamic range (HDR) capability.

LG's 2016 OLED TVs feature HDR Pro, assuring a superior HDR viewing experience, with increased contrast ratio and color range. LG's entire OLED line is expected to be among the industry's first to be certified as "Ultra HD Premium," meeting the stringent premium performance requirements just released by the UHD Alliance. The Ultra HD Premium certification applies only to products that meet the most demanding performance standards for resolution, peak luminance, black levels, wide color gamut and audio quality, among other criteria. LG 2016 OLED TV lineup supports the industry-standard HDR formats established by the world's leading broadcasters, film studios and consumer electronics manufacturers, such as HDR10 and DolbyVision™ HDR technology, making them among the first to be compatible with all formats.

The G6 and E6 series are the first TVs to display the stunning picture quality of OLED on an elegant, stunningly slim glass panel. This unique Picture-On-Glass design is only possible with OLED technology and is ultra-thin, measuring just 2.57 millimeters (one-tenth of an inch), with a translucent glass back and powerful, forward-facing sound bar speaker system. By focusing on TV technologies directly related to picture and sound quality, both the G6 and E6 series represent a new level of home entertainment innovation. The stylish body of these flat-panel LG 4K OLED TVs with miniscule bezels and powerful sound capabilities add a touch of sophistication to any home environment, and provide a superior cinematic viewing experience.

“Our 2016 OLED TV lineup features a long list of innovations, such as Picture-on-Glass design and HDR Pro, which are featured prominently in the G6 and E6 models,” said Brian Kwon, President and CEO at LG’s Home Entertainment Company. “By upping our OLED TV game every year, we are driving innovation in the TV space so that more consumers will see and hear about the benefits of owning an OLED TV. We think 2016 will be a game changing year for this category.”



LG OLED 4K TVs assure a superior HDR viewing experience, thanks to its unique ability to achieve perfect black to reveal even greater picture detail, reproducing images more like real life. The 2016 lineup’s HDR capabilities are also enriched by OLED’s Pixel Dimming technology. Unlike LCD displays where the LED backlight can only locally dim sections of the screen, each pixel on an OLED panel can switch on and off independently. As a result, OLED TVs render crisp, vibrant colors and rich shadow

details, even when bright objects are directly next to deep, dark areas unlike the LCD TVs which have a halo effect from light bleeding. This ability ensures that images are displayed more like we see them in real life, making OLED TVs the ideal medium for HDR content.



With 10-bit panel and 10-bit processing power, LG's OLED TVs can render more than a billion possible color variations. This, along with LG's Color Prime® Pro technology for a wider color gamut, gives these TVs the ability to display the finest details of color and gradation.

Top-of-the-line LG OLED TVs come equipped with a unique sound bar speaker system. Developed in partnership with high-end audio pioneer harman/kardon®, the LG G6 and E6 feature front-firing sound bar speakers. With the speakers pointing forward, not downward like many thin TVs, viewers will hear clean, detailed audio without any distortion or reflection. The sound bar system is equipped with extra woofers to bolster the power of the speakers, setting LG OLED TVs apart from other TVs.

The entire 2016 OLED TV lineup features the newest generation of LG's acclaimed webOS Smart TV platform. With webOS 3.0 advanced new features make finding and switching between LG's expanded content options – including broadcast TV, streaming services and external devices – simple and fast.* With enhanced mobile connectivity, remote features and more content options – including those offering streaming HDR, 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.

For 2016, LG is expanding the OLED TV category that it established last year with four new 4K series and eight OLED TVs overall. The G6 and EG series join the curved panel C6 and flat-panel B6 series to be available in 65- and 55-inch class sizes with plans for U.S. rollout beginning in the first quarter. LG's Full HD 1080p OLED TV will continue in 2016.

The new OLED models will be on display in LG's booth (LVCC Central Hall, #8204) at CES 2016 from Jan. 6-9 in Las Vegas. For more information, visit <http://ces2016.lgnewsroom.com>.

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**Wireless Internet connection & certain subscriptions required and sold separately. Agreement to smart TV terms and conditions required to use certain smart features. Content and services vary by product and are subject to change without notice. webOS does not support Flash. In order to stream 4K content you will need a high speed internet plan capable of receiving 20Mb per second of data.*

About LG Electronics Home Entertainment Company

The LG Electronics Home Entertainment Company is a global leader in television, audio video systems, monitors, personal computers, digital signage and commercial displays. The company opened a new era of innovation in the TV market, pioneering the use of OLED technology in home theater displays and implementing an intuitive operating system to allow customers to experience the full benefits of smart TV technology. LG is committed to improving customers' lives with innovative home entertainment products led by its award-winning 4K OLED TVs, ULTRA HD TVs and webOS TVs. For more information, please visit www.LG.com.

About LG Electronics USA

Named 4K UHD Partner for CES® 2016, LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$56 billion global force and technology leader in consumer electronics, home appliances and mobile communications. LG Electronics, a proud 2015 ENERGY STAR® Partner of the Year, 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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