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**‘LG SIGNATURE’ ULTRA-PREMIUM OLED TV AND HOME APPLIANCE PRODUCTS UNVEILED AT CES 2016**

*Cutting-Edge LG Signature Lineup Includes Stunning 4K OLED TV, Advanced Washing Machine, High-Tech Refrigerator and More*

**LAS VEGAS, Jan. 5, 2016** — At CES® 2016, LG Electronics (LG) officially unveiled its new LG SIGNATURE product lineup, bringing the company’s best technology and designs together under a single name.

The vision of the LG SIGNATURE brand extension is to stay pure and sophisticated, true to each product’s *essence*. Initial offerings include a stunning new HDR-enabled OLED 4K TV, a more advanced TWIN Wash™ washing machine, a cutting-edge Door-in-Door™ refrigerator and a futuristic hybrid air purifier, with others to follow.

**OLED TV with Maximum Technology for Maximum Immersion**

The LG SIGNATURE OLED TV boasts the ultimate in elegant simplicity and takes viewing to the next level with a design that is no thicker than a sheet of glass, featuring LG’s OLED panel spanning one-tenth of an inch and a sound system that would be the envy of any audiophile. To achieve this sleek profile that naturally and seamlessly blends into any interior environment, designers streamlined key features and placed the speakers inside the stand.



The LG SIGNATURE OLED TV has received the *Ultra HD Premium* seal of recognition from the UHD Alliance (UHDA), signifying that it meets the most demanding performance standards for resolution, HDR (high dynamic range), peak luminance, black levels, wide color gamut and immersive audio, among other criteria. With HDR capabilities, Pixel Dimming, 10-bit panel/10-bit processing power, ColorPrime Pro and new webOS 3.0, the LG SIGNATURE OLED TV represents the ultimate in TV technology.

### **Refrigerator that Unveils the Freshness Within**

The LG SIGNATURE refrigerator combines fresh technology with fresh design to help keep food fresh longer. As a nod to its innovative spirit, LG has taken its award-winning Door-in-Door design one step further by adding a *KNOCK-ON* feature that makes the opaque Door-in-Door compartment transparent with a simple knock. The transparent surface allows consumers to peer inside the refrigerator without having to open the door, offering significant energy savings by limiting cold air loss.

The interior of the refrigerator is composed of stainless steel for more effective cold air retention and longer food storage. Additionally, the new *AUTO DOOR* feature automatically opens the door when an individual approaches the refrigerator, allowing for quick and easy access even if one's arms are full of groceries. And because the LG SIGNATURE refrigerator is smart-enabled, the door does not automatically open when approached by pets or babies.

### **Washing Machine Like No Other**

The LG SIGNATURE washing machine is an advanced version of the revolutionary LG TWIN Wash, first introduced to the public at CES 2015. The LG SIGNATURE 24-inch front-load washing machine is more convenient and sophisticated than ever and features

the unique SideKick™ pedestal washer under the main unit, allowing users to do two separate loads of laundry at once.

The LG SIGNATURE washing machine also comes equipped with LG's proprietary Centum System, which improves the washing machine's durability and energy efficiency with an advanced suspension system that reduces tub vibrations and noise levels during the wash cycle.



The minimalist design of the LG SIGNATURE washing machine is highlighted by the beautiful Quick Circle User Interface, which is touch-enabled and embedded in the glass door at a 17-degree angle that makes it easy to see when standing. The PUSH OPEN washing machine door can be opened even when one's hands are full by simply pushing lightly, the same way LG Door-in-Door refrigerators are opened. And the enamel coating gives the washing machine a sophisticated and sleek look. The US version will feature LG's new Black Stainless Steel design.

### **Air Purifier that Cleans Air Before Your Very Eyes**

LG believes that nothing is more important than clean air. The exquisitely designed LG SIGNATURE air purifier allows the air cleaning process to be a visual experience with its innovative transparent panel. Equipped with an advanced Aqua Cyclone feature, this air purifier harnesses the power of water to filter out harmful chemicals and contaminants while quickly bringing the room to comfortable humidity levels. The unit is equipped with LG's semi-permanent filter system, allowing consumers to remove, wash and reuse the filters for up to 10 years, saving both time and money.



While fine dust particles are typically invisible to the naked eye, consumers can see the air quality of their indoor environment by simply glancing at LG’s Smart PM 1.0 Indicator. Positioned around the control display, the indicator uses four different colors of light to signify the concentration of super-fine dust particles.

“Our driving principle is to ensure that the essence of our products is preserved from idea generation to the user experience,” said Brian Na, executive vice president and LG’s global marketing officer. “LG SIGNATURE is the embodiment of everything that is important to LG, and we hope to convey that philosophy to consumers who appreciate great products from strong brands.”

LG SIGNATURE will begin rolling out in key target markets in North America, Europe and Asia soon after CES. CES attendees are encouraged to stop by LG’s booth from Jan. 6-9 at the Las Vegas Convention Center, Central Hall #8204 to experience LG SIGNATURE in person. For more information about other LG products at CES, please visit <http://ces2016.lgnewsroom.com>.

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**About LG Electronics, Inc.**

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing 83,000 people working in 119 locations around the world. With 2014 global sales of USD 55.91 billion (KRW 59.04 trillion), LG comprises four business units — Home Entertainment, Mobile Communications, Home Appliance & Air Solution, and Vehicle Components — and is one of the world’s leading producers of flat panel TVs, mobile devices, air conditioners, washing machines and refrigerators. LG Electronics is a 2015 ENERGY STAR Partner of the Year. For more news and information on LG Electronics, please visit [www.LGnewsroom.com](http://www.LGnewsroom.com).

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

**About LG Electronics Home Appliance & Air Solution Company**

The LG Electronics Home Appliance & Air Solution Company is a global leader in home appliances, air conditioning and air quality systems. The company is creating total solutions for the home with its industry leading core



technologies. LG is committed to making life better for consumers around the world by providing thoughtfully designed products, including refrigerators, washing machines, dishwashers, cooking appliances, vacuum cleaners, built-in appliances, air conditioners, air purifiers and dehumidifiers. Collectively, these products deliver enhanced convenience, superb performance, great savings and compelling health benefits. For more information, please visit [www.LG.com](http://www.LG.com).

**About LG Electronics USA**

Named 4K Ultra HD 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](http://www.lg.com).

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