

## **LG SIGNATURE OLED TV W PUSHES TV DESIGN INTO A NEW DIMENSION AT CES 2017**

*Featuring Picture-on-Wall Design, Dolby Vision™, Dolby Atmos®, Color Science  
Expertise by Technicolor, Most Premium OLED TV Delivers Unrivaled Home Cinema  
Experience*



**LAS VEGAS, Jan. 4, 2017** — LG Electronics (LG) unveiled its new flagship LG SIGNATURE OLED TV W-series as the pinnacle of its new lineup of flat-panel TVs at CES® 2017. Featuring Dolby Vision and Dolby Atmos sound, the new lineup includes a total of ten different models, highlighted by the 2017 CES Best of Innovation Award winner, the 77-inch LG SIGNATURE OLED TV W, featuring an entirely new Picture-on-Wall design.

“Led by the LG SIGNATURE OLED TV W-series, our TV lineup at CES 2017 demonstrates our commitment to innovation and leadership in OLED and the premium TV market globally,” said Tim Alessi, head of product marketing at LG Electronics USA. “With Dolby Vision and Dolby Atmos integrated into our newest OLED products, viewers can recapture the magic of the cinema and experience their favorite movies with their original clarity, depth and imagination intact.”

The LG 2017 OLED TV lineup, consisting of the following models: the 77- and 65-inch W7, 77- and 65-inch G7, 65- and 55-inch E7, 65- and 55-inch C7 and 65- and 55-inch B7. Each model in the 2017 lineup will continue to live up to the unrivaled ability of OLED to reproduce the most lifelike images of any display technology, with perfect blacks, infinite contrast, expanded color gamut, and wider viewing angles. LG’s latest OLED TVs are built on a foundation of excellence and come with a number of new cutting-edge features designed to transform the TV into a comprehensive entertainment hub. LG’s 2017 OLED TVs feature the amazing blade-slim design of the B7 and C7 series, Picture-on-Glass design of the E7 and G7 series, and the unique Picture-on-Wall design of the newest W7 series.

The innovative design of the W7 series follows LG’s “less is more” philosophy, removing all unnecessary elements to emphasize the beauty of the screen alone. The W7’s sleek, razor-thin profile makes the TV appear to be levitating in mid-air, adding a sense of unparalleled immersion. The OLED panel, measuring only 2.57mm thin in the 65-inch model, can be mounted directly on the wall, eliminating any gap between the TV and the wall.

The W7 OLED TV series builds on LG OLED’s revolutionary pixel dimming control technology, which renders perfect black without any light leakage to offer a limitless contrast ratio, and over one billion possible colors. What’s more, all LG’s 2017 OLED TVs use ULTRA Luminance technology to deliver greater brightness where needed. The superior picture quality delivered by the LG SIGNATURE OLED TV W-series is

complimented by incorporating next-generation Dolby Atmos surround sound for an unrivaled home entertainment experience.

As the first TV in the world to incorporate Dolby Atmos, 2017 LG OLED TVs can deliver content with both cutting-edge imaging and state-of-the-art sound technologies simultaneously, creating an entertainment powerhouse. Together, Dolby Vision and Dolby Atmos deliver a comprehensive solution supported by professional content creators and distributors the world over. Over 80 studio titles are compatible with Dolby Vision and more than 100 titles are currently available for Dolby Atmos, with 25 available in both formats. What's more, over 100 hours of original content is available in Dolby Vision across leading OTT providers worldwide, and soon consumers will have access to Dolby Vision titles on Ultra HD Blu-ray disc, with anticipated availability in 2017.

Leveraging the high dynamic range (HDR) technology that powers Dolby's most advanced cinemas around the world; Dolby Vision elevates the home TV viewing experience by delivering greater brightness and contrast as well as a fuller palette of rich colors. Dolby Atmos puts viewers inside the action with rich sound that fills the entire room – even the space overhead – with powerful, moving audio that flows around the audience. Dolby achieves this by isolating the relative location of each sound to create incredibly intricate audio that is as rich and multi-layered as the real world.

The W7 series and all LG 2017 OLED TVs feature Active HDR for displaying next-generation HDR content designed to render brighter scenes and greater shadow detail. Active HDR allows LG TVs to process the picture frame-by-frame, inserting dynamic data where needed. This technology allows the TV to offer the best possible picture even if the original HDR content contains static or no metadata at all. And all of LG's 2017 OLED TVs support a variety of HDR formats, including Dolby Vision, HDR10 and HLG (Hybrid Log Gamma), and are ready to support Advanced HDR by Technicolor technology. This versatility is enhanced by the new HDR Effect feature

that processes standard definition content to improve brightness in specific areas, enhance contrast ratios and render more precise images.

The new LG OLED TVs embed cutting edge technology and renowned color science expertise from Technicolor. They apply the same technology and expertise used in the majority of premium Hollywood productions from movies to episodic series. This allows consumers to enjoy the most vibrant and lifelike viewing experiences while accurately recreating the artistic intent of content creators. Because of the superior picture quality of OLED technology, Technicolor is working with LG to expand the capabilities of OLED TVs for use in production facilities all around the world.

Featuring the latest version of LG's intuitive webOS smart TV platform, version 3.5, viewers will have no trouble accessing premium HDR content online. In order to offer viewers access to the most convenient home cinema experience possible, LG has partnered with leading digital content providers such as Amazon, Netflix and Vudu. To demonstrate the capabilities of HDR content on LG's OLED TVs, HLG programming from DIRECTV, Dolby Vision content from Netflix and HDR10 titles from Amazon Prime Video will be featured at LG's booth at CES. LG is also showcasing Channel Plus at CES 2017 -- a free service powered by XUMO available on LG's webOS smart TVs beginning in 2016. Channel Plus integrates 70+ free streaming digital channels including sports and news from national broadcast networks such as Fox Sports, Newsy, Sports Illustrated, TIME, Bloomberg, People, Funny or Die, Fail Army and more into your existing over-the-air TV channel options.

Best Buy is one of the first places customers can get a sneak peek of the new LG SIGNATURE W7 OLED TV in person, beginning tomorrow. The new TV will be on display in seven Magnolia locations at Best Buy across the country, in cities including San Francisco, Los Angeles, Las Vegas, Houston, Dallas, Boca Raton, FL, and Paramus, NJ. Customers can visit [BestBuy.com](http://BestBuy.com) starting tomorrow for more information on store locations and to sign up for notifications about the new TV.



LG's newest generation of OLED TVs including LG SIGNATURE OLED TV W can be seen firsthand at CES 2017 from Jan. 5-8 in Booth #11100 in Central Hall of the Las Vegas Convention Center. For more information on LG's OLED TV lineup at CES, go to [CES2017.lgnewsroom.com](http://CES2017.lgnewsroom.com).

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**About LG Electronics USA**

Named 4K Ultra HD Partner for CES 2017, LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$49 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics, a proud 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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