



LG DEBUTS TV OF TOMORROW WITH WORLD'S FIRST ROLLABLE OLED TV

*Jaw-Dropping Form Factor, ThinQ AI and Alpha 9 Gen 2 Processor
Define Whole New Way to Watch Television*

LAS VEGAS, Jan. 7, 2019 — LG Electronics (LG) is defining the next generation of television at CES® 2019 with the introduction of the world's first rollable OLED TV. The LG SIGNATURE OLED TV R (model 65R9) reimagines the everyday TV with a revolutionary form factor only made possible by the company's industry-leading OLED technology, boasting picture and sound quality that is second to none. The never-before-seen user experience gives home TV viewers infinite possibilities in designing their perfect viewing space.

Since the start of the modern era, television screen sizes have steadily increased as resolution improved, and consumers demanded a more immersive viewing experience. The trade-off came in the form of a large, black rectangle that dominated the room when the TV was not in use. Even more advanced projection TVs have never been able to deliver the contrast or the deep blacks that consumers demanded. In an effort to make large TVs less conspicuous, manufacturers have been racing to create even slimmer screens, focusing on designs that were as aesthetically pleasing.

With the introduction of LG SIGNATURE OLED TV W at CES 2017, LG stripped away the traditional concept of a TV, focusing on the simplicity of the screen. Dubbed the *Wallpaper TV*, LG proved that a TV could deliver performance, subtlety and beauty all at the same time. LG has created a TV with a display that uses revolutionary flexible screen technology that allows the screen to roll up and roll back out when needed. The "R" in the new LG SIGNATURE OLED TV R is about creating a *revolution* in home entertainment and *redefining* space through its ability to *rise* and *roll-up* at the touch of a button.

LG's rollable OLED TV is a true game-changer, freeing users from the limitations of the wall and allowing them to curate their own personal space. Using the flexibility of



an OLED panel made of organic materials, the LG SIGNATURE OLED TV R can transform itself to offer three different viewing options – Full View, Line View and Zero View.

Full View delivers a large-screen viewing experience revealing the *full* extent of the contrast, depth and realism that has become synonymous with all LG TVs. The remarkable AI picture and sound quality powered by LG's second generation α (Alpha) 9 intelligent processor and deep learning algorithm puts this breathtaking TV in a class of its own. Users can use their own voice to get things done with Amazon Alexa, a new addition to LG's AI TV lineup in 2019, and the support of Apple AirPlay 2 and HomeKit. With AirPlay 2, users can easily play videos directly from their Apple devices, iTunes and other video apps, music or photos to their LG SIGNATURE OLED TV R. With Apple HomeKit support, customers will be able to control their LG TV using the Home app or by asking Siri.

Line View allows the LG SIGNATURE OLED TV R to be partially unrolled, allowing for management of specific tasks that do not require the full TV screen. In Line View, users can choose from features such as Clock mode to check the time and weather, Frame mode to enjoy family photos shared from a smartphone, Mood mode to create a more relaxing atmosphere as well as others including Music and Home Dashboard.

When in Zero View, all 65 inches of the LG SIGNATURE OLED TV R are hidden from view and tucked away in the base. Even in Zero View, users can enjoy music and other audio content which resonate from the 4.2-channel, 100W front-firing Dolby Atmos audio system. The premium bloodline is clearly evident in the entire unit, from the brushed aluminum casing to the quality wool speaker cover designed by Kvadrat of Denmark.

Visitors to LG's booth (LVCC Central Hall #11100) during CES 2019 from January 8-11 can experience the new LG SIGNATURE OLED TV R for themselves.



For more information on the LG SIGNATURE OLED TV R, visit <https://www.lg.com/us/tvs/lg-OLED65R9PUA-oled-tv>

For additional CES news, visit ces2019.lgusnewsroom.com.

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About LG Electronics Home Entertainment Company

The LG Electronics Home Entertainment Company is an industry leader in televisions, audio video systems, monitors, projectors and portable computers. The company is a recognized innovator in the industry for its leadership in OLED TVs which revolutionized the premium TV category. LG is committed to improving customers' lives with innovative home entertainment products led by category-leading OLED TVs and award-winning SUPER UHD TVs featuring artificial intelligence capabilities. For more information, visit www.LGnewsroom.com.

Media Contacts:

LG Electronics USA
Chris De Maria
+1 201 408 9111
christopher.demaria@lge.com
www.LGnewsroom.com

LG Electronics USA
Colton Moore
+1 212 237 4447
colton.moore@lg-one.com
www.LGnewsroom.com