

## **LG BREAKS NEW GROUND WITH 2017 SUPER UHD TV LINEUP FEATURING NANO CELL TECHNOLOGY**

*Combining Stunning Color from Technicolor, Active HDR with Dolby Vision and Minimalistic Design, LG's 2017 Offerings Set New Standards for Premium UHD TVs*



**LAS VEGAS, Jan. 2, 2017** — Employing its most advanced color-enhancing LCD panel technology to date, LG Electronics' SUPER UHD TVs (models SJ9500, SJ8500 and SJ8000) feature Nano Cell technology and are expected to take LCD TV viewing to a whole new level at CES® 2017 in Las Vegas.

The third generation LG SUPER UHD TV lineup features Nano Cell technology, which will render highly nuanced and accurate colors while maintaining picture quality at wider viewing angles. All of LG's SUPER UHD TV models offer Active HDR with Dolby Vision™ supporting multiple HDR formats, granting users access to the full spectrum of high-quality HDR content. Featuring the latest version of LG's intuitive webOS smart TV platform, powerful audio capabilities, and a thin, aesthetically pleasing design, consumers will have no trouble finding the perfect LG SUPER UHD TV model to fit their needs and expectations.

“Our 2017 SUPER UHD TV lineup with LG's proprietary Nano Cell technology is a breakthrough in display technology that advances the LCD TV viewing experience by combining an expanded color gamut with the ability to more accurately create those colors, resulting in superior picture quality regardless of viewing angle,” said Tim Alessi, head of product marketing at LG Electronics USA. “Nano Cell is another example of how LG is innovating and pushing the boundaries of display technology to meet the evolving needs of our customers.”

Nano Cell LCD displays offer a technological advantage by employing uniformly-sized particles approximately one nanometer in diameter to create more subtle, accurate colors that can be viewed from wider angles than other LCD TVs. Ideal for large, high-resolution TVs, LG SUPER UHD TVs with Nano Cell technology deliver consistent colors at wider viewing angles with virtually no color difference for viewers seated directly in front of the screen, or for those watching from off-center angles.

Nano Cell technology achieves such impressive results by absorbing surplus light wavelengths, enhancing the purity of the colors displayed on the screen. These light absorbing capabilities allow LG's new LCD displays to filter distinct colors with much greater precision, rendering each color exactly as it was intended by the original content creator. For example, the color green on conventional TVs can blend with other color wavelengths – such as yellow or blue – causing the color to fade and take on yellowish or cyan hues. LG Nano Cell technology dramatically reduces instances of color fading, image instability and other color degradation issues. Nano Cell technology also reduces reflectivity to maintain high picture quality even in environments with ambient lighting.

To build on the groundbreaking color technologies of LG's Nano Cell SUPER UHD TVs, LG has partnered with Technicolor, Hollywood's expert in image and color to offer TV image that accurately recreate the artistic intentions of content creators. This partnership enhances the already impressive color reproduction technologies of LG's 4K TVs to deliver the most vivid colors to consumers. Home movie lovers will benefit from Technicolor's renowned color science, applied to the majority of Hollywood's premium content, through Technicolor Expert Mode, which will be added in 2017 and is designed to deliver the most accurate colors possible in LG's SUPER UHD TVs.

Furthermore, LG's new Nano Cell SUPER UHD TVs use improved ULTRA Luminance technology to deliver brighter, crisper image highlights. The new lineup also includes Active HDR with Dolby Vision which supports a variety of HDR technologies, including Dolby Vision, HDR10 and HLG (Hybrid Log Gamma), and is ready to

support Advanced HDR by Technicolor. This process allows the TV to offer the best picture possible, even when playing HDR10 content which only contains static metadata, or HLG content which uses no metadata at all. This versatility is compounded by the new HDR Effect feature that raises image quality for SDR content. With the HDR Effect feature, SDR images are processed frame-by-frame to improve brightness in specific areas, enhance contrast ratios and render more precise images.

The implementation of the latest webOS Smart TV platform helps make LG's entire lineup of premium TVs simple to navigate and incredibly user-friendly. LG webOS 3.5 is equipped with enhancements for easier control and faster access when using the improved Magic Remote and the new Magic Link feature. Viewers can instantly access their favorite content provider by pressing a single button on the remote, tapping into a wide variety of entertaining 4K programming. The new Magic Link capability provides instant recommendations for finding your favorite content and accessing information about actors and characters on-screen. And with the enhanced Magic Zoom, viewers can enlarge and record any part of the screen they wish to see close up. Connecting the TV to a mobile phone or PC with a USB cable allows one to enjoy eye-popping 360-degree VR content. Additionally, LG is showcasing Channel Plus at CES 2017 -- a free service powered by XUMO which was added to webOS sets 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.

LG SUPER UHD TVs feature the stunning Ultra Slim design with the unique crescent-shaped stand, which gives the 55-inch SJ9500 – only 6.9mm at its thinnest point – the illusion of floating in the air. Whether attached on top of a TV stand, included as part of an entertainment center, or mounted on the wall, the beautifully designed LG SUPER UHD TV will enhance the visual appeal of any home.



LG's newest generation of SUPER UHD TVs can be enjoyed at CES in LG's booth in the Las Vegas Convention Center (Central Hall – 11100) from Jan. 5-8.

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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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