

LG STRENGTHENS U.S. PROJECTOR LINEUP WITH BLUETOOTH CONNECTIVITY, SLIMMER DESIGN

*New Features Enhance Market-Leading LG Minibeam
Projector Line to be Unveiled at CES 2016*

ENGLEWOOD CLIFFS, N.J., Dec. 8, 2015 — LG Electronics (LG), a leading LED projector manufacturer¹, today announced plans to expand upon its acclaimed Minibeam series of projectors at CES® 2016.

Debuting next month at CES, the three latest projectors in the LG Minibeam series (models PH550, PW1000, PW1500) feature both Bluetooth and Wi-Fi connectivity for unparalleled freedom and viewing convenience. Improving on the one-hand grip design of previous Minibeam projectors, LG's 2016 models have also been slimmed down even further for easier portability.

“With more variety than ever before, LG Minibeam projectors offer enhanced portability with wireless connectivity for an enjoyable viewing experience anytime, anywhere. We look forward to officially unveiling the newest LG Minibeam series at CES 2016,” said Brian Kwon, President and CEO at LG's Home Entertainment Company.

The all-new compact PH550 eliminates the need for all wires thanks to its *triple wire-free connectivity*. This feature provides users with the ability to send content from their smartphone or tablet to the projector using the Wi-Fi mirroring-enabled Screen Share. Users can also connect to speakers wirelessly via Bluetooth and unplug from the wall for 2.5 hours of viewing using the rechargeable internal battery. These features offer consumers a new level of connectivity and freedom. What's more, despite its small size, the PH550 is the brightest among LG's battery-powered projectors at 550 lumens.

For consumers looking to achieve the best in picture quality, the new PW1500 is able to render images at an astounding 1,500 lumens, the brightest in the entire LG Minibeam series. Perfect for everything from slide show presentations to theater-quality movie viewing, the PW1500 is the ideal projector for viewers who consume a wide range of

content. Additionally, the PW1000 with 1,000 lumens offers all the great features of the Minibeam PW1500 at a more competitive price.

Another key model in LG's projector lineup is the Ultra Short Throw LED Home Theater Projector (**model PF1000U**). Honored with a CES 2016 Innovation Award, the versatile PF1000U delivers high-definition picture quality with 1920 x 1080 resolution and brightness up to 1,000 lumens for clear visibility, sharp contrast and rich blacks, even in viewing environments with abundant ambient light. Featuring Ultra Short Throw (UST) Technology, the PF1000U is able to project a screen of up to 100 inches when placed only 15 inches from a wall or screen. Viewers no longer need to worry about installation or walking in front of the projection beam. The PF1000U is the world's first UST projector to weigh less than 4.85 pounds.² Even with its Full HD resolution and 1,000-lumen brightness, the PF1000U consumes roughly a third of the power of competing units. For consumers, this projector offers the utmost convenience while providing unparalleled picture quality, similar to many TVs.

LG's new 2016 Minibeam models are planned for introduction in the United States and key European markets in the first quarter of 2016. LG's award-winning Ultra Short Throw LED Home Theater Projector (**model PF1000U**) is available now at U.S. retailers. All models will be on display in LG's booth at CES 2016 from Jan. 6-9 in Las Vegas.

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¹ Source: PMA Research for 2008-2014 projectors greater than 99 lumens.

² Source: PMA Research for Q2 2015.

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, creating pioneering technologies like OLED TV 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



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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