

## FOR IMMEDIATE RELEASE

### JOSEPH GORDON-LEVITT, HITRECORD AND LG COLLABORATE IN NEW ‘FIND YOUR FRAME’ CAMPAIGN

**ENGLEWOOD CLIFFS, N.J., July 20, 2017**— LG Electronics MobileComm USA is partnering again with actor, writer, and director Joseph Gordon-Levitt, and his Emmy Award-winning production company, HITRECORD, for their third exciting collaboration. Continuing the successful partnership with past projects like “In-Between Moments” and “Everyday Spectacular,” HITRECORD and LG will develop new creative for “Find Your Frame,” a campaign that will spotlight inspiring everyday artistic moments and the creative process behind them.

"This is the third time we've had the opportunity to collaborate with LG. We first focused on intimate 'in-between' musical moments the first time round, and last year we made a piece about the unexpected, spectacular moments that can happen every day," said Gordon-Levitt. "This time, we're focusing on cinematography, and the creative process itself. It's called 'Find Your Frame,' and it's about the artistic impulse that guides the person behind the camera before they hit the record button. I believe everyone has these artistic impulses – everyone has a unique creative perspective - so everyone can get involved in this project, whether you think of yourself as a cinematographer, or not."

HITRECORD is an online collaborative production company, founded and directed by Gordon-Levitt. The company previously developed marketing plans for LG's V10 and V20 smartphones and has also created short films, published books, released records, and produced seasons of Hit Record on TV with Joseph Gordon-Levitt, a unique take on the half-hour variety show format.

Similar to recent LG and HITRECORD projects, “Find Your Frame” is open to everyone, encouraging participants to submit memorable video footage that highlights the creative process and what goes into making magic happen *behind* the camera. Anyone can contribute to and influence the final product by participating in a series of creative challenges that involve people finding their frame and expressing their own unique vision.

“As a company, we enable and empower our customers to leverage our technology to create and share meaningful content, and we're excited to partner with Joseph and HITRECORD for the third time. The power and creativity that stems from LG innovation in the hands of their talented community has never ceased to inspire artists and regular people alike,” said Chang Ma, President of LG Electronics MobileComm USA Inc. “We can't wait to see the creative video moments our fans submit that will ultimately shape our next piece of collaborative art.”

The “Find Your Frame” project kicks off this week on HITRECORD<sup>1</sup>. To learn more, please click [here](#).

<sup>1</sup>Participation is subject to agreement with HITRECORD’s terms and conditions. For more information, please visit [https://hitrecord.org/help#end\\_user\\_agreement](https://hitrecord.org/help#end_user_agreement).

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#### **About HITRECORD.ORG LLC**

HITRECORD is a community-sourced production company founded by actor and director Joseph Gordon-Levitt. Since 2010 HITRECORD has developed into an innovative creative community; made up of over 600,000 artists from all over the world, and growing all the time. HITRECORD has shown work at the Sundance Film Festival (Official Selection 2010, 2012 & 2014), and toured live shows at dozens of sold-out venues across North America. In 2014, HITRECORD made its television debut with HIT RECORD ON TV. The Emmy Award winning show offers a fresh take on the variety show format, with each themed episode featuring a range of short films, live performances, music, animation, and more. Season One and Two of HIT RECORD ON TV is currently streaming on Netflix. HITRECORD was recently nominated for a 2017 Emmy Award in the category of Outstanding Original Interactive Program for their collaboration with the ACLU entitled “Are You There Democracy, It’s Me The Internet.”

#### **About LG Electronics MobileComm U.S.A., Inc.**

LG Electronics MobileComm U.S.A. Inc, based in Englewood Cliffs, N.J., is the U.S. sales subsidiary of LG Electronics, Inc. a global innovator and trend leader in the global mobile communications industry. LG is driving the evolution of mobile forward with its highly competitive core technologies in the areas of display, battery and camera optics and strategic partnerships with noted industry leaders. LG's consumer-centric products -- including the flagship premium G Series models -- incorporate unique, ergonomic designs and intuitive UX features that enhance the user experience. The company remains committed to leading consumers into the era of convergence, maximizing inter-device connectivity between smartphones, tablets and a wide range of home and portable electronics products. For more information, please visit [www.LG.com](http://www.LG.com).

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