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LG TO OFFER AMAZON TITLES IN HDR ON WEBOS SMART TV PLATFORM

*2015 LG OLED 4K TVs Will Deliver Highest Quality Content and
Best Viewing Experience Available with HDR Streaming*

ENGLEWOOD CLIFFS, N.J., Sept. 3, 2015 – LG Electronics today announced the launch of High Dynamic Range (HDR) streaming on 2015 LG OLED 4K TVs, allowing consumers to enjoy exceptional HDR picture quality streaming directly via the Amazon Video app, available on LG's webOS Smart TV platform. Amazon Video is the first to deliver HDR titles on LG OLED 4K TVs, offering the highest picture quality and most comfortable HDR viewing experience on the market.

Popular and award-winning Amazon Original Series *Transparent* and *Mozart in the Jungle* as well as the pilot episode of the upcoming comedy series *Red Oaks* are now available to stream in HDR on LG's latest OLED 4K Ultra HD TVs, including the just-announced EF9500 Flat OLED 4K TV series and the currently available EG9600 Curved OLED 4K TV series. The EF9500 series comes with full HDR capability built in, allowing consumers to play back HDR content from both streaming content partners and external source devices. LG's EG9600 series received a firmware update so consumers can stream content from current and future providers.

“LG is committed to delivering the best viewing experience, and it doesn't get any better than HDR content on an OLED 4K display,” said Tim Alessi, head of new product development, LG Electronics USA. “Amazon has played an invaluable role in helping LG bring consumers the best way to enjoy streaming content and an incredible HDR experience.”

According to the Consumer Electronics Association (CEA®), HDR is a new capability that promises to deliver a more expansive range of darkness, brightness and shadow detail, further enhancing the viewing experience. LG OLED 4K TVs meet the new CEA guidelines for HDR-Compatible Video Displays. With this new standard of content delivery, consumers can enjoy the best picture quality by streaming HDR on the highest rated TV available.

LG OLED technology is perfectly suited for HDR content because it delivers the perfect black that only OLED TVs can achieve. By starting from perfect black, OLED is able to produce the required light ranges at lower peak brightness, resulting in an exceptional – and more comfortable – HDR viewing experience.

LG's webOS Smart TV platform is designed to make finding and switching between content options – including broadcast TV, streaming services and external devices – intuitive and fast. webOS features simple switching to let users quickly shift to any content they'd like, as well as simple discovery to help find new sources of entertainment from 4K Ultra HD partners* such as Amazon Video, Netflix™, YouTube™, DIRECTV and many more Full HD options.**

LG's 2015 OLED 4K TVs combine the intense detail of 4K Ultra HD and the superior contrast and rich, accurate color that OLED provides, displaying the ultimate in picture quality. For impressive sound, LG's 2015 OLED 4K TVs feature premium built-in speaker systems designed by harman/kardon® to deliver a completely captivating audio and video experience. LG has also taken its state-of the art screen technology and transformed it into a work of art with its Art Slim design philosophy, making OLED a complement to any interior décor as the TVs boast an amazingly slim depth at only a few millimeters and a stylish, frameless design.

LG now offers HDR capable OLED TVs in 55- and 65-inch class sizes and in both curved and flat configurations:

- **EF9500 – FLAT OLED 4K TV**

- 65-inch class (64.5 inches diagonal) model [65EF9500](#): \$6,999
- 55-inch class (54.6 inches diagonal) model [55EF9500](#): \$5,499

- **EG9600 – CURVED OLED 4K TV**

- 65-inch class (64.5 inches diagonal) model [65EG9600](#): \$6,999
- 55-inch class (54.6 inches diagonal) model [55EG9600](#): \$5,499

For more information regarding LG's 2015 OLED TV lineup (including the popular \$2,499 55-inch class Full HD model 55EC9300) and Amazon Video, please visit [www.lg.com/us/experience-tvs/oled-tv](#) and [www.amazon.com/hdr](#), respectively, and to follow the conversation online check out #OLEDIsHere.

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*4K/UHD content delivery standards still being developed.

**Wireless Internet connection & certain subscriptions required and sold separately. Agreement to smart TV terms and conditions required to use certain smart features. Content and services vary by product and are subject to change without notice. WebOS does not support Flash. In order to stream 4K content you will need a high speed internet plan capable of receiving 20Mb per second of data.

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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