

**EMBARGOED UNTIL AUGUST 28 @ 9:00 A.M. ET**

**LG FOCUSES ON GAMING AT IFA  
WITH NEW ULTRAGEAR™ MONITORS**

*Powerful Monitors Deliver Superb Picture Quality and Fast Processing  
to Transform the Gaming Experience*

**BERLIN, Aug. 28, 2018** — LG Electronics is demonstrating its commitment to gaming technology with the announcement of its new UltraGear™ monitors at IFA 2018 in Berlin this week. The monitors take immersion to a new level thanks to their powerful performance, superb picture quality and fast refresh rate. Combined with a stylish design the UltraWide™ 21:9 monitor creates an immersive playing field that enhances the gaming experience.

LG has long been recognized for its monitors, including the best-in-class picture quality of the LG UltraFine™ and the productivity-enhancing properties of the LG UltraWide™ 21: 9 monitor. UltraGear is the name of LG's new gaming monitors that deliver the ultimate in high-performance entertainment. Featuring superior picture quality and lightning-fast processing speed, these monitors are ideal for all genres of games. The LG UltraGear lineup gives gamers the edge to play at their highest level and in gaming that could mean the difference between winning and respawning.

The flagship UltraGear model (34GK950G) boasts the most powerful features in the lineup with unprecedented picture quality thanks to the Nano IPS display technology that covers 98 percent of the DCI-P3 color space. The same display also accurately recreates colors across over 135 percent of the sRGB color space. With NVIDIA G-Sync™ graphic processing technology built-in, the UltraGear 34GK950G provides smooth motion graphics without tearing or stuttering. What's more, its high refresh rate of 120Hz (overclocked) means that objects are rendered more clearly for smoother gameplay and seamless visual fluidity.

With its immersive 34-inch display and crystal clear UltraWide QHD (3440 x 1440) image rendering and 21:9 wide aspect ratio, the UltraGear 34GK950G 2018 provides users a new perspective on their favorite games. The wide ratio of the monitor makes it easier to see details off to the side that might normally be missed while its ultra-thin bezels makes it easier to connect multiple monitors for an even more immersive experience. And gamers can create their own unique ambiance with Sphere Lighting that boasts six color settings to complement any game or movie.

“LG’s monitors have been setting standards in the industry for many years and LG UltraGear will be no exception,” said Tim Alessi, head of home entertainment product marketing at LG Electronics USA. “Announcing our UltraGear monitors at Europe’s largest industry event is demonstration of our confidence and excitement about this new brand.”

For more information, please visit <https://www.lg.com/us/monitors/lg-34GK950G-B-gaming-monitor>.

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#### **About LG Electronics USA**

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$55 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics sells a range of stylish and innovative home appliances, home entertainment products, mobile phones, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG’s “Life’s Good” marketing theme. For more news and information on LG Electronics, please visit [www.LG.com](http://www.LG.com).

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