

## **LG ANNOUNCES NEW INNOVATIVE ULTRAWIDE MONITOR LINEUP FOR U.S. MARKET**

*Lineup Features World's Largest<sup>1</sup> 21:9 UltraWide Monitor and First 144Hz IPS 21:9 UltraWide Gaming Monitor*



**ENGLEWOOD CLIFFS, N.J., Aug. 29, 2016** — LG Electronics (LG), the industry leader in wide 21:9 aspect monitors for three consecutive years, announced today three new 21:9 UltraWide™ monitors for the U.S. The 38-inch UltraWide™ curved monitor (model 38UC99), 144Hz IPS 21:9 Curved UltraWide™ gaming monitor (34UC79G) and 34-inch UltraWide™ flat monitor (model 34UM79M) represent significant advances in display innovation, boasting advanced features that LG's 21:9 UltraWide™ monitors have become famous for, such as wide field of view, vivid color rendering and enhanced user convenience.

“Consumers are adopting a new way of working and playing, and LG has developed our new 21:9 UltraWide monitors to meet the needs of this evolving lifestyle,” said Tim Alessi, senior director, product marketing for home entertainment at LG Electronics USA. “LG’s innovative monitor lineup takes things to a whole new level delivering a more immersive experience than ever before, maximized screen real estate with unparalleled resolution and advanced user experience features.”

### **World's Largest UltraWide Monitor**

Offering unrivaled screen real estate, the 38UC99 UltraWide curved monitor is ideal for tasks that require extensive attention to detail, such as visual content creators, data crunchers and other multitasking professionals. In addition to its extended design, this monitor's advanced In-Plane-Switching (IPS) UltraWide Quad HD+ (3840 x 1600) resolution and wide color gamut that covers 99 percent of the sRGB color space makes the

38UC99 a natural choice for anyone who takes visual performance seriously<sup>2</sup>. The monitor boasts crystal clear immersive picture quality, along with a number of enhanced convenience features for an unparalleled user experience.

As the first UltraWide monitor to feature a USB Type-C port, the 38UC99 is an example of the future of connectivity. The advanced port allows users to transmit content and data, as well as charge another device such as a smartphone or laptop at the same time, all with a single code to help eliminate clutter. The monitor also includes the ability to customize display options with just a few clicks of the mouse and store customized color settings with the easy-to-use Onscreen Control software and My Display Preset.

Bridging the gap between work and play, the 38UC99 is equally suitable for entertainment as it is for workplace efficiency. With two 10W built-in Bluetooth compatible speakers, the 38UC99 offers Rich Bass audio output in the 85Hz bass range. This impressive audio system improves the entire user experience with its deep, rich sound. The one millisecond Motion Blur Reduction feature streamlines gameplay by minimizing afterimages that often occur in fast-paced games.

### **Multitasking Made Easy**

Similar to the 38UC99, the 34UM79M UltraWide flat monitor features a 21:9 aspect ratio that significantly expands overall screen real estate, complimented by LG's proprietary picture enhancing IPS display technology for accurate color reproduction with limited washout, even at wide viewing angles<sup>2</sup>. The monitor also features LG's CINEMA Screen design, with an extremely thin bezel for a nearly borderless and more immersive visual experience.

LG's 34UM79M also features built-in Google Cast™, allowing user's to stream their favorite shows, movies, music, sports and more from their personal smartphone or tablet device to the monitor. Multitasking is also made easier with the Split Screen 2.0 feature, which offers 14 preset layouts that can be resized to the user's preference, allowing us-

ers to easily work in multiple programs simultaneously or enjoy watching content in a different window while they're working.

### **Raising the Game**

As the world's first 144Hz IPS 21:9 Curved UltraWide gaming monitor, the 34UC79G combines a blindingly fast refresh rate with advanced one millisecond Motion Blur Reduction. The monitor boasts seamless image transitions without distracting afterimages and the IPS display delivers accurate color expression from wide viewing angles without distortion<sup>2</sup>. With features such as Black Stabilizer and Dynamic Action Sync, the 34UC79G is specifically designed to meet the needs of today's gamers. Black Stabilizer provides extra clear contrast, allowing viewers to detect darker objects hidden in hard to see areas. Dynamic Action Sync reduces input lag so that users can enjoy fast-paced gameplay without any delays. What's more, the inclusion of AMD FreeSync™ offers smooth gameplay without any stuttering or screen tearing

The monitor also offers a crosshair option that adds a fixed target to the center of the screen to increase accuracy during FPS games, as well as a mouse line hook to prevent drag resistance caused by the mouse's cable. With the monitor's curved shape and immersive 21:9 aspect ratio, the 34UC79G presents a world-class gaming experience for fans of FPS, RTS or MMORPG. Additional design features, such as a tilting stand and height adjustment, seamlessly accommodate a gaming setup without hindering performance.

LG's new UltraWide™ monitors are scheduled to launch this fall at U.S. retailers nationwide, including Amazon, Fry's, Microcenter, Newegg, B&H, Adorama, Beach Camera and BestBuy.com, this fall:

- **38-inch UltraWide Curved Monitor (model 38UC99):** \$1,499, available mid-September
- **34-inch 144Hz IPS 21:9 Curved UltraWide Gaming Monitor (model 34UC79G):** \$699, available mid-October
- **34-inch UltraWide Flat Monitor (model 34UM79M):** \$599, available mid-



November

For more information, please visit <http://www.lg.com/us/ultrawide-monitors>.

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<sup>1</sup> Based on internal survey of 21:9 monitor models available for purchase as of August 2016.

<sup>2</sup> Specific graphic card and content utilized will affect WQHD

**About LG Electronics USA**

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