

## **FOR IMMEDIATE RELEASE**

### **LG OLED 4K ULTRA HD TV WINS FOURTH CONSECUTIVE CE WEEK TV SHOOTOUT TITLE**

*LG E7 Picture-on-Glass OLED TV Earns Three Awards for Outstanding Picture Quality and Performance*

**NEW YORK, July 13, 2017** – The highly acclaimed LG E7 OLED 4K Ultra HD TV was crowned “2017 King of TV” in the 14<sup>th</sup> Annual CE Week TV Shootout™ in a competition amongst six contending flagship 4K Ultra HD TV models during CE Week in New York City. It is the fourth consecutive year LG OLED has won at the CE Week Shootout and the first time a single manufacturer has swept all three newly created categories. The 65-inch class (64.5 inches measured diagonally) LG E7 OLED 4K Ultra HD TV combines a unique Picture-on-Glass form factor, the unparalleled picture performance of OLED technology, immersive Dolby Atmos sound and unmatched high dynamic range (HDR) capabilities to deliver outstanding picture quality and an unrivaled home cinema experience.

“The honor of being awarded the overall top performer at the CE Week TV Shootout for the 4<sup>th</sup> consecutive year underscores LG’s commitment to delivering the absolute best TV technology in the industry, period,” said Tim Alessi, Senior Director, Product Marketing for home entertainment at LG Electronics USA. “Our 2017 OLED TVs are the ultimate expression of a cinema-quality experience in the home, being the first TVs in the market to offer stunning image reproduction and add Dolby Atmos sound quality to complete the home theater experience.”

The CE Week TV Shootout is an annual event that pits the flagship TVs from leading manufacturers against each other to identify the top performers. In 2017 the event has been refined to award the top performers in three distinct categories: Studio

Lighting/Home Theater, HDR, and Streaming Performance. Judges rate each TV based on several criteria including, perceived contrast ratio, color saturation and color volume, colorimetry, and motion artifacts, amongst others. To ensure an equal playing field for all manufactures every TV in the shootout was purchased at retail, calibrated independently by TV Shootout organizers Joel Silver (founder of ISF) and Kevin Miller; and evaluated by experts in the field of video imaging.

The LG 2017 OLED TV lineup, consisting of the following models: the 77- and 65-inch W7, 77- and 65-inch G7, 65- and 55-inch E7, 65- and 55-inch C7 and 65- and 55-inch B7. Each model in the 2017 lineup will continue to live up to the unrivaled ability of OLED to reproduce the most lifelike images of any display technology, with perfect blacks, infinite contrast, expanded color gamut, and wider viewing angles. LG's latest OLED TVs are built on a foundation of excellence and come with a number of new cutting-edge features designed to transform the TV into a comprehensive entertainment hub. LG's 2017 OLED TVs feature the amazing blade-slim design of the B7 and C7 series, Picture-on-Glass design of the E7 and G7 series, and the unique Picture-on-Wall design of the newest W7 series.

The LG E7 OLED TV is available now at retailers nationwide at a suggested price of \$4,799 for the 65" class set. Learn more about LG OLED TVs at <http://www.lg.com/us/oled-tvs>.

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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 \$48 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics 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.

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