

FOR IMMEDIATE RELEASE

LG INTRODUCES ‘LG PRO DESIGN’ COMMERCIAL DISPLAY PROGRAM FOR ARCHITECTS, DESIGN CONSULTANTS

New Program Offers Design Professionals Superior Customer Service and Support

LINCOLNSHIRE, Ill., July 17, 2017 – LG Electronics USA Business Solutions is introducing [LG PRO Design](#), a unique loyalty program offering design architectural professionals and consultants an array of resources created to enrich their understanding of and access to LG’s commercial display products, design and technologies.

Developed in consultation with architects, designers and consultant firms, LG Pro Design is an extension of the popular LG PRO commercial display customer support program. LG PRO Design targets architects, designers and consultants who regularly work on corporate, retail outlets, hospitality and public spaces.

The new program is designed to give professionals, often involved in the integration decision-making process, access to industry trend insights, dedicated technical and sales support, unique product training programs, and research that will enhance their ability to successfully execute their design visions, according to Garry Wicka, head of marketing for LG Electronics USA Business Solutions.

“LG is committed to providing the best support possible to all of its customers, including those recommending product to integrators and end users,” said Wicka. “The LG PRO Design program fosters a network of highly talented professionals in the industry and seeks to increase the success of our design and consultant partners’ businesses by providing them cutting-edge resources tailored to their individual needs.”

Based on feedback on what design and consultant firms look for when specifying technology for a project, LG PRO Design was developed to offer members unique benefits such as enhanced LG sales and technical support, VIP access to LG's state-of-the-art Business Innovation Center, supplementary product training, enhanced design files and LG PRO Design-specific communications.

For more information, please visit www.lg.com/us/business/commercial-display/resources/lg-partner-resources/lg-pro-design-program.

###

About LG Electronics USA Business Solutions

LG Electronics USA Business Solutions serves commercial display customers in the U.S. digital signage, lodging and hospitality, systems integration, healthcare, education, government and industrial markets. Based in Lincolnshire, Ill., with its dedicated engineering and customer support team, LG Electronics USA Business Solutions delivers business-to-business technology solutions tailored to the particular needs of business environments. LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a \$48 billion global force in consumer electronics, mobile communications, home appliances and air solutions. For more information, please visit www.LGSolutions.com.

Media Contacts:

LG Electronics USA

Kim Regillio
847 941 8184
kim.regillio@lge.com

Re Kleinbard
212 880 5398
re.kleinbard@lg-one.com