

FOR IMMEDIATE RELEASE

**LG UNVEILS LG OLED ‘WALLPAPER’ COMMERCIAL DISPLAY
AND FLEXIBLE LG OLED DIGITAL SIGNAGE DISPLAYS**

*Ultra-Thin, Customizable LG OLED Technologies at DSE 2017
Raise the Bar for Unique High-End Installations*

LAS VEGAS, March 29, 2017 – LG Electronics USA Business Solutions unveiled the new razor-thin, lightweight LG OLED “Wallpaper” commercial display and new flexible, customizable open-frame LG OLED displays at the 2017 Digital Signage Expo (DSE).

The launch of the LG OLED Wallpaper commercial display – shipping in the United States next month – comes on the heels of the introduction of the revolutionary LG SIGNATURE OLED W7 TVs for the consumer market, the most-awarded TV at CES® 2017.

The proprietary LG OLED technology has created a new high-end category of displays that delivers an awe-inspiring picture with perfect blacks and incredible color, even from wide viewing angles, unlike any LCD/LED display. Thanks to OLED technology’s unique ability to turn each pixel on or completely off, LG OLED displays render perfect blacks, creating an infinite contrast ratio and bringing colors to life like never before.

“LG OLED commercial displays empower business owners with the best picture quality on the market,” said Clark Brown, digital signage vice president, LG Electronics USA Business Solutions. “Building on the success of our Dual-View Flat and Curved-Tiling commercial LG OLED displays, our new, high-end Wallpaper and Open Frame LG OLED solutions not only expand our award-winning lineup, but also provide even greater creative installation flexibility, making them perfect for nearly any digital signage environment.”

Expected to take DSE Expo by storm, the expanded commercial LG OLED 2017 lineup includes the jaw-dropping new Wallpaper model, innovative new video wall units, and

flexible new customizable Open Frame LG OLED displays, as well as the renowned Dual-View Flat and Curved Tiling models.

LG OLED Wallpaper Display

Boasting accurate color reproduction, limitless color contrast and wide viewing angles perfect for any high-end installation, the LG OLED Wallpaper commercial display represents a whole new way to display eye-catching content for an unparalleled viewing experience. The 55-inch display weighs less than 13 pounds and has a razor-thin depth that is just 3.65mm (0.14 inches).

The unique Wallpaper display can be mounted either vertically or horizontally for a customizable display design. Ultra-slim mounting brackets with a magnetic mat create a truly seamless design that becomes one with the wall. Electronic components are housed in a separate control box connected to the display with a 2-meter (6-1/2-foot) cable.

The LG OLED Wallpaper commercial display offers a Full HD picture (1920 x 1080) and ultra-fast motion-picture response time for a lifelike viewing experience. The display offers 64GB of internal memory, content scheduling and Wi-Fi connectivity through the use of a Wi-Fi USB dongle for ease of installation and end-user operation.

Also on display in the United States for the first time at DSE 2017 is the “In-Glass Wallpaper” LG OLED digital signage display. Designed with dual-sided ultra-slim OLED panels in a glass pane, the In-Glass Wallpaper LG OLED display is perfect for boutiques, art galleries and other businesses that want to add a sophisticated touch to their interior décor. The In-Glass Wallpaper LG OLED solution will be available in standing and hanging versions to provide businesses flexible options.

LG OLED Video Wall Displays

Featuring limitless color contrast and perfect black levels never before seen in a video wall, the innovative new LG OLED Video Wall displays feature unparalleled picture quality in a razor-thin profile.

The new 65- inch class LG OLED Video Wall display is planned for initial U.S. availability in May. The display features a 4K UHD resolution, a 16:9 aspect ratio and perfect wide viewing angles. When tiled together, the displays create an eye-catching video wall display that's sure to add artistic value and enhance consumer engagement in premium spaces including museums, airport lounges and high-end retail environments.

Open Frame LG OLED Digital Signage Displays

LG OLED technology uses self-lighting pixels for exact control of image brightness and quality, and with no separate light source the technology is extremely lightweight, thin and flexible. Using this unique technology, LG OLED Open Frame displays are able to flex concave and convex for a truly customizable approach that is both a work of art and a functional signage display.

Dual-View Curved Tiling LG OLED Displays

The Dual-View Curved Tiling LG OLED displays offer a beautifully curved design using slim tiles to form customizable displays that link combinations of two to eight tiles together. The 65-inch portrait display boasts a depth under 9 mm (about one-third of an inch), and an eye-catching, dual-sided view to offer customers a two-sided media experience while providing retailers a way to utilize their space efficiently. Each screen boasts 4K Ultra HD resolution (3840 x 2160), showcasing a bigger, bolder and more lifelike viewing experience to capture consumer attention effortlessly. High-performance system-on-a-chip (SoC) and a 128GB internal memory capacity enable perfect UHD-synced playback without the need for PCs or media players.

Dual-View Flat LG OLED Display

The Dual-View Flat LG OLED display also offers a space-efficient dual-sided view to provide customers a two-sided media experience in full HD (1920 x 1080). With an even slimmer depth, measuring under 8 mm (less than one-third of an inch) and three different installation options, this 55-inch flat OLED commercial display allows retailers to plan a more efficient layout while utilizing a high-end display solution. Additionally, the display has the unique

ability to swap and mirror content on either side of the screen with a simple press of a remote control button. The screen can be installed in three customizable ways – ceiling suspension, wall-mount and floor stand — to allow the most efficient use in any retail space.

Visitors to LG's booth at DSE 2017 (March 29-30, Las Vegas Convention Center, South Hall #100) will be able to experience LG's full lineup of commercial OLED displays. For more information, please visit <http://www.lg.com/us/business/commercial-display/displays-tvs/lg-oled-displays>

###

About LG Electronics USA Business Solutions

LG Electronics USA Business Solutions serves commercial display customers in the U.S. lodging and hospitality, digital signage, 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

Joan Ong
312 397 6042
joan.ong@lg-one.com