



**FOR IMMEDIATE RELEASE**

**LG ELECTRONICS DEBUTS NEW WIRELESS CONTROL  
TECHNOLOGIES FOR LED LIGHTING**

*Control Platform Enhancements Unveiled at LIGHTFAIR 2017  
Deliver Superior Performance, Convenience*

**PHILADELPHIA, May 9, 2017** – LG Electronics USA is expanding its LED lighting control portfolio featuring ZigBee® integrated wireless technology with new advanced features. Demonstrated for the first time this week at the LIGHTFAIR International 2017 lighting industry trade show (booth #925), these new technologies offer a complete lighting control package with enhanced commissioning processes and more advanced programming capabilities.

Leading the new 2017 introductions is LG's Visible Light Communication (VLC) commissioning solution, a cutting-edge communication technology that can transmit data between fixtures and control devices using the visible rays emitted by LED lights, simplifying and accelerating the commissioning process. With LG's VLC solution, retrofit installers can easily streamline the often-laborious commissioning process by easily identifying, grouping and controlling products through LG's intuitive Android mobile application. Using a photocell module, the VLC device allows users to walk under each fixture, pick up an ID signal and add the product to LG's Android app. From there, users can group fixtures, adjust light levels, adjust daylight harvesting, set automated scheduling and much more for cohesive control capabilities throughout an entire facility.

Creating additional efficiencies in the commissioning process, LG's Pre-Commissioning Station allows retrofit installers to quickly and conveniently connect all LG ZigBee-enabled lighting fixtures, sensors, wireless communication modules and switches using the LG app. Using the app, installers can quickly and easily pair fixtures and control lighting group settings, shortening the commissioning process time and reducing errors in installation. LG is also introducing a Zigbee



to Analogue Transformer that will help increase flexibility and control across all fixtures in a facility. The Zigbee to Analogue Transformer allows retrofit installers to control any fixtures with zero to 10 voltage dimming capability, regardless of their manufacturer, and bring non-LG products in to the LG network so they can be programmed and controlled through one shared platform.

Rounding out the new enhancements to its wireless control technologies package, LG is also introducing an AC Wired Scheduling Switch as a complement to its current battery-operated and wireless scheduling switch options. With the AC Wired Switch, retrofit installers can easily replace new or existing switches, as it fits in to a standard switchbox. The AC Wired Switch also offers full wireless control using ZigBee technology to easily configure and control fixtures, such as turning a group of fixtures on and off at specific intervals, offering a broader range of control and convenience in managing energy usage with no extra wiring and very few components.

“The new enhancements to our wireless control platform demonstrate LG’s strong commitment to providing total wireless connectivity and control capabilities that will allow customers to manage their LED lighting products within one comprehensive ecosystem,” said Sean Lafferty, head of LG’s U.S. LED lighting business. “In the coming months, we look forward to bringing to market these advanced LED solutions that we believe will help our customers achieve seamless and complete control throughout their facilities for more efficient and convenient installation and management.”

For more information on LG’s newest wireless control technologies featured at LIGHTFAIR International and to speak with an LG representative, visit LG Electronics’ booth #925. For more information on LG’s U.S. lighting portfolio, please visit [www.lglightingus.com](http://www.lglightingus.com).

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[www.LGLighting.com](http://www.LGLighting.com)

**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 and LED lighting solutions in the United States, all under LG's "Life's Good" marketing theme.

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