

**FOR IMMEDIATE RELEASE****LG REIMAGINES MODERN LIVING ROOM WITH LEADING DESIGNERS KATE RUMSON AND SARAH SHERMAN SAMUEL**

*CEDIA Expo Collaboration Will Fuse Elegant Design with Uniquely Sophisticated LG OLED TV Technology*

**SAN DIEGO, Sept. 4, 2018**—LG Electronics USA has teamed up with renowned interior designers Kate Rumson and Sarah Sherman Samuel to conceptualize modern living spaces at CEDIA Expo 2018, which opens Thursday in San Diego. The collaboration will fuse the elegant styles of two of the most sought-after designers with the award-winning technology and stunning design of 2018 LG OLED AI TVs. Their designs will come to life for home theater custom installers in LG’s CEDIA Expo booth (#4835) in the San Diego Convention Center.

“The work of both Kate and Sarah speaks for itself, each with a graceful mix of distinctive personal style and artful expression – which marry perfectly with the sophistication that LG OLED TV technology brings to the living room,” said Tim Alessi, LG Electronics USA’s senior director, home entertainment product marketing. “The CEDIA Expo is the perfect canvas for these renowned designers to showcase their craft, combining advanced technologies with timeless design that will redefine what a custom living space can look like.”

Tapping into the design expertise of Rumson and Sherman Samuel and collaborating with highly-regarded custom integration experts from Osbee Industries, Inc. and Value Electronics, LG has carefully curated two modern living room vignettes that leverage the artistic versatility of the 77-inch class C8 and 65-inch class E8 series\* LG OLED AI TVs’ highly-acclaimed Picture-on-Glass design, which appears to float in air.

Seamlessly incorporating the displays into urban- and suburban-themed living rooms, alongside sleek furniture pieces from Mitchell Gold + Bob Williams, Semi-Handmade and more, Sherman Samuel and Rumson will demonstrate the integral role of technolo-

gy in today's home décor. Through the two vignettes, the designers illustrate how LG OLED TVs "are just as much of a statement piece as any other design accessory regardless of size, location or stylistic flare," Alessi explained.

"Designers typically work around TVs, but LG OLED TVs can actually be used as a prominent design element and focal point in the living room," noted Rumson. "Prior to working with LG, I couldn't imagine being this excited about designing a space around a TV, but the 77-inch LG OLED blew my mind with its sleek design and the image appears to float mid-air. It's unlike anything I've ever seen before and can't wait to see it shine at CEDIA."

"The ultra-thin, elegant design and advanced AI capabilities of LG OLED TVs encourage me to consider how décor trends will evolve around new technology and continually inspire me to design for the future," said Sherman Samuel. "The Picture-on-Glass design of the LG OLED E8 is incomparable to anything else in the market, and its versatility lends itself well to many different décor styles. But what I'm most excited about is incorporating futuristic technology into my design".

LG OLED, Official 4K TV Partner at CEDIA Expo 2018, delivers unrivaled picture quality with unparalleled high-dynamic range capabilities – with perfect black, infinite contrast and an expanded color gamut from virtually any viewing angle. As the OLED TV pioneer, LG delivers the industry's broadest portfolio of OLED TVs with 10 critically-acclaimed, category-leading 4K UHD models.

New in 2018, LG's OLED TVs come equipped with LG's advanced ThinQ AI and the Google Assistant built-in for enhanced connectivity and convenience that turn LG's TVs into a smart home hub. The E8 and C8 LG OLED TVs also sport the incredibly powerful new "alpha-9" smart processor for enhanced picture reproduction.

To complement LG's flagship TVs, the LG SK10Y sound bar's harmonious, modern-looking edges and slim profile allow it to seamlessly fit underneath 2018 LG OLED and

LG SUPER UHD TV models. Incorporating Dolby Atmos<sup>®</sup> capability as well as technology from the renowned experts at Meridian Audio, this advanced sound bar can reproduce multi-dimensional theater-like sound with stunning clarity. The device also can connect with hubs, speakers and other smart devices supporting Chromecast. Adding to smart connectivity in the home, the LG WK7 ThinQ<sup>®</sup> Speaker features the Google Assistant built-in and provides exceptional sound quality previously unavailable in a smart speaker thanks to Meridian Audio technology, too.

For more information on LG's 2018 home entertainment products, please visit [www.LG.com/TV](http://www.LG.com/TV).

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\*77-inch class LG OLED Model 77C8PUA measures 76.8 inches diagonally. 65-inch class LG OLED Model 65E8PUA measures 64.5 inches diagonally. Suggested prices are \$8,999 and \$3,999, respectively.

#### **About LG Electronics USA**

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$55 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics sells a range of stylish and innovative home appliances, home entertainment products, mobile phones, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG's "Life's Good" marketing theme. Electronics LG is a 2018 ENERGY STAR Partner of the Year-Sustained Excellence. For more information, please visit [www.LG.com](http://www.LG.com).

#### **About Kate Rumson**

Kate Rumson is the founder and creative director of The Real Houses of Instagram – one of the largest Interior Design accounts in the world with more than 1.9 million followers. Rumson has been involved in design and real estate development for over a decade, but her career soared in 2015 when The Real Houses of Instagram became a household name and a go-to resource for anyone thinking of building or remodeling a home. Today Rumson is known worldwide as the leading influencer in all things related to Home and Design. Her partnerships include some of the biggest brands in the space, including Hinkley, Masonite, Arhaus, Elkay, Zephyr, Bassett, Hudson Valley Lighting and many more. Rumson has been featured in The Wall Street Journal, New York Post, Gotham, Dering Hall, Apartment Therapy, Hunker and many more. She lives in central New Jersey and is currently hunting for the perfect piece of land to build her ultimate dream home.

#### **About Sarah Sherman Samuel**

Sarah Sherman Samuel is renowned interior designer and lifestyle influencer with a background in product design. After years of developing products and pattern-based artwork for Target, Sherman Samuel launched her lifestyle blog as a portfolio of her interior design work and a journal of her travels, family adventures and personal style. Her site projects a sleek and contemporary world that evokes 'her flawless taste and pristine aesthetic. Notable clients include Mandy Moore, Oh Joy!, and Garance Doré. She has recently partnered with various leading lifestyle brands including Macy's Home, Bloomingdales Home, Absolut, Ecco Domani, Dasani, L'Oreal, Ralph Lauren, and Kate Spade. She has been featured on Architectural Digest, Dwell, BuzzFeed, Apartment Therapy, Design Sponge, HGTV, and more. Sherman Samuel lives with her husband, son, and daughter, splitting her time between Los Angeles and their new home in Michigan.

#### **About CEDIA Expo**

CEDIA Expo powers the disruptors, innovators and integrators in the intelligently connected built environments by providing the only platform for discovery and collaboration for more than 20,000 home technology professionals and more than 500 exhibitors who convene each year for the leading event in connected technology and connected built environments. CEDIA Expo is the place for system integrators to experience new products and breakthrough innovations first and to access targeted training in technology integration. CEDIA Expo 2018 takes place Sept. 4–8 at the San Diego Convention Center, San Diego, Calif. CEDIA Expo is owned and operated by Emerald Expositions, a leading operator of business-to-business trade shows in the United States. The company currently operates more than 55 trade shows, as well as numerous other face-to-face events. In 2017, Emerald's events connected over 500,000 global attendees and exhibitors and occupied more than 6.9 million net square feet of exhibition space.

#### *Media Contacts:*

LG Electronics USA

Chris De Maria  
201 408 9111  
christopher.demaria@lge.com

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