

**FOR IMMEDIATE RELEASE****LG ELECTRONICS EXPANDS U.S. LAPTOP LINEUP WITH  
‘LG GRAM 15’ SERIES, AMONG WORLD’S LIGHTEST**

*Extremely Lightweight Yet High-Performance 15-Inch Laptop,  
Perfect for Everyday Power User, Now Available Nationwide*

**ENGLEWOOD CLIFFS, N.J., April 14, 2016** – LG Electronics USA announced today an expansion in its lineup of premium, high-performance “LG gram” laptop computers – the LG gram 15 series, now available at B&H, Fry’s, Microcenter and on Amazon.com.

The two new 15-inch models in the LG gram 15 series, building on the success of LG’s inaugural lineup of 13- and 14-inch ultra-lightweight laptops, are perfect for the everyday user looking for a high-performance laptop that is extremely lightweight with a modern, sleek design that doesn’t sacrifice screen size.

The LG gram 15 is among the lightest 15-inch laptops in the world – weighing in at a mere 2.2 pounds, yet providing a screen real estate of 15.6 inches without the weight. The LG gram 15 combines an ultra-slim form that measures just 0.7 inches thin with a durable design that stands up to everyday life with its innovative magnesium alloy construction, allowing it to be taken on-the-go with ease.

“LG is building on our expertise in consumer electronics as well as our proven leadership in both technology and design innovation to deliver our best laptops yet to U.S. consumers,” said David VanderWaal, vice president of marketing, LG Electronics USA. “With the LG gram 15 series, consumers will experience a full 15-inch screen size in a slim, lightweight laptop without sacrificing performance, speed, or the ever-important connectivity options.”

*Support for Best-in-Class Software Providers*

The LG gram 15 comes fully equipped with Windows 10, including Cortana and Microsoft Edge for a more personal and productive computing experience. Despite its 0.7-inch thin profile, the LG gram delivers powerful processing power with the latest sixth-generation Intel Core processor – the Intel Core i5 or i7, depending on the model. For multimedia enthusiasts, it has a solid state drive that can be configured to include as much as 512GB of storage, more than twice the amount of the previous model, and also offers up to 8GB DDR3 memory.

### ***Lightweight Design, High-Performance Features and Connectivity***

The LG gram series provides users with the portability of a slim, lightweight laptop design without sacrificing performance, speed or access to a plethora of connectivity options. It supports the latest standards for connectivity, including Wi-Fi and Bluetooth wireless technology. New for this year, the LG gram 15 features a USB-C port for added connectivity and power options. Via the USB-C port, users can enjoy versatility in connectivity for data transfers and the ability to charge power on the laptop. The LG gram 15 also features USB 3.0, a micro-USB and micro-SD slot, and comes with an HDMI port, which is uncommon among laptops of this size and weight.

Following in the tradition of LG’s breathtaking TV displays, the LG gram 15 also offers a rich viewing experience with Full HD (1920x1080) resolution and 16:9 aspect ratio for a more lifelike, immersive viewing experience, ideal for video viewing. The display also features LG’s In-Plane Switching (IPS) technology, which ensures accurate color saturation and contrast, even at wide viewing angles. With a super thin bezel, the LG gram fits a 15.6-inch, Full HD, IPS display within a revolutionary design.

What’s more, the LG gram 15 boasts these additional high-performance features with the everyday user in mind:

- **Instant Booting:** With the LG gram 15’s instant boot feature, the operating system starts up immediately when the user opens the display, whether it’s totally powered off or simply in sleep/hibernation mode.
- **Reader Mode:** The LG gram 15 provides optimal conditions for reading by

reducing blue light helping to protect your eyes and allow comfortable reading for extended periods of time.

- **Movie Mode:** For movie buffs, the LG gram 15 series also offers an enhanced cinematic experience by delivering vibrant lifelike colors, so the picture truly pops on screen.

It also boasts a battery life of up to seven hours, allowing most multi-tasking users to enjoy a full day's use in a single charge for work, school or just browsing the Internet, wire free.

The LG gram 15's keyboard is also ergonomically designed with dedicated numeric keys to make this a 15.6-inch laptop that is outfitted for comfort and productivity.

What's more, LG gram 15 was honored with an iF Gold Award, a prestigious design award given by the International Forum of Design.

Two models comprise the LG gram 15 laptop series:

- **LG gram 15:** 15-inch model in gold with Intel Core i5, 8GB of memory and 256GB of storage (Model 15Z960-A(AA52U1). Weight: 2.2 pounds.
  - Suggested price: \$1,099
- **LG gram 15:** 15-inch model in gold with Intel Core i7, 8GB of memory and 512GB of storage (Model 15Z960-A(AA75U1). Weight: 2.2 pounds.
  - Suggested price: \$1,499

For more information on LG gram series laptops, visit [www.lg.com/us/desktops-laptops](http://www.lg.com/us/desktops-laptops).

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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 \$49 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics, a proud 2015 ENERGY STAR Partner of the Year, 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. For more news and information on LG Electronics, please visit [www.LG.com](http://www.LG.com).



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