

**FOR IMMEDIATE RELEASE****ULTRA-LIGHTWEIGHT LG GRAM LAPTOPS  
RATED AS TOP PERFORMERS**

*Leading U.S. Consumer Publication Cites LG gram's  
Extra-Long Battery Life, Fast Performance*

**ENGLEWOOD CLIFFS, N.J., Oct. 2, 2018** — LG Electronics' premium, high-performance 2018 LG gram<sup>®</sup> laptops are ranked at the top of the charts in the ultrabook category across the 13-, 14- and 15-inch screens sizes by a leading [U.S. consumer product publication](#).

LG gram models 15Z980, 14Z980 and 13Z980, some of the lightest in the industry, scored high marks for delivering fast performance and an ultra-long battery life all in a lightweight and sleek design. ENERGY STAR<sup>®</sup> certified LG gram laptops are among the most energy efficient in the industry.

Critically acclaimed for being “[shockingly light](#)” with a “[mind-blowing battery life](#),” the 2018 LG gram line-up continues to redefine the boundaries of portable computing with models designed for entrepreneurs and professionals seeking power and mobility. The 13-, 14- and 15-inch models weigh less than 2.4 pounds and feature a high-capacity 72Wh battery which allows longer work time without plugging in, lasting up to almost a full day on a single charge.<sup>2</sup> The compact design allows the LG gram's smaller form factor to feature wider screens. The 14-inch model 14Z980 is the same size as a conventional 13-inch laptop but still offers a wider display with a minimized bezel.

Equipped with the latest 8th generation Intel<sup>®</sup> Core<sup>™</sup> i7 and i5 processors, latest DDR4 RAM and SSD storage, the 2018 LG gram devices are even more efficient and significantly faster. Users can boost work efficiency as high as 40 percent with booting time now under 10 seconds. Unlike other compact laptops that achieve lower weight or smaller size by minimizing interior

space, LG's gram series offers a second SSD drive slot for even more internal storage for large video files.

Despite the light-weight and sleek design, the LG gram is durable enough to use even in the most extreme environments, passing seven stringent U.S. military MIL-STD 810G durability tests for resistance to impact, pressure and temperature. This improved build quality is achieved by the Nano Carbon Magnesium full metal alloy body, often used in the aerospace industry where high strength and light weight are required. The result is an increase in durability by 20 percent compared to traditional magnesium products.

The new LG gram series features a host of convenience-enhancing features. A user can work late into the night with the backlit keyboard, which also serves as delicate ambient lighting while highlighting the PC's minimalist profile. The precision touchpad enhances fingertip control with a smoother and more accurate pointer system. The webcam is positioned on top of the display where it should be for flattering video calls.

The 2018 LG gram laptops also feature advanced optional features such as Touch Screen, Fingerprint Reader and Thunderbolt™ 3. With LG's new IPS In-cell Touch technology, the gram was able to maintain its compact size and the enhanced touch screen allows for more delicate, accurate onscreen haptic control without color shift when touching the display. The Fingerprint Reader enables users to log in and power on at the same time with the press of a single button. What's more, Thunderbolt 3 allows for compatibility with Mac products, supports data transfer eight times faster than USB Type-C and enables seamless transmission of 4K/5K content to exterior displays.

- [LG gram 15Z980-R.AAS9U1](#) in dark silver with 8th Intel® Core™ i7 processors, with up to 1TB storage and 16GB DDR4 memory. Weight: 2.4 pounds. Suggested price: \$1,999.99.
- [LG gram 14Z980-A.AAS7U1](#) in dark silver with 8th Intel® Core™ i7 processors, with up to 512GB storage and 8GB DDR4 memory. Weight: 2.19 pounds. Suggested price: \$1,549.99.

- [LG gram 13Z980-A.AAS7U1](#) in dark silver with 8th Intel® Core™ i7 processors, with up to 256GB storage and 8GB DDR4 memory. Weight: 2.12 pounds. Suggested price: \$1,399.99.

ENERGY STAR certified LG gram computers are engineered with efficient power supplies for those long nights in the library, epic movie marathons and everything in between. According to the U.S. Environmental Protection Agency, depending on how it's used, an ENERGY STAR computer uses about 60 percent less energy without sacrificing quality or performance.

For more information on LG gram series notebooks and updates on the 13-inch and 14-inch next generation models, visit <http://www.lg.com/us/laptops>.

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<sup>1</sup> The 13.3- and 14-inch laptops (models 13Z980 and 14Z980) weigh just 2.12 and 2.19 pounds, respectively, while the largest 15.6-inch version (model 15Z950) weighs 2.4 pounds.

<sup>2</sup> LG gram laptop batteries on the 13.3-, 14- and 15.6-inch models last up to 22.5, 21.5 and 19 hours, respectively, based on 2014 MobileMark® criteria.

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

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