

LG EXPANDS PARTNERSHIPS TO HELP PROLIFERATE 4K HDR TECHNOLOGY AND CONTENT

*2016 OLED TVs Among First Certified as ‘Ultra HD Premium’ by UHD Alliance,
Support All Current HDR Formats Including HDR 10 and Dolby Vision*

LAS VEGAS, Jan. 5, 2016 — LG Electronics (LG) is announcing a number of partnerships with premier content providers, film studios and TV technology companies designed to deliver high-quality high dynamic range (HDR) content options to consumers in 2016.

At CES® 2016, which opens Wednesday, LG will demonstrate a host of HDR content and its latest HDR technologies, allowing visitors to experience firsthand how the superior contrast ratio and perfect black of LG’s new OLED TVs makes them the perfect platform for HDR content.

With its hallmark exceptional pure black and rich color, LG’s entire 2016 OLED TV line will support all current HDR formats, including HDR10 and DolbyVision™ HDR technology, making them among the first to be compatible with both formats. All LG 2016 OLED 4K TVs are expected to be among the first in the industry to be certified as “Ultra HD Premium,” designed to meet the stringent premium performance requirements just released by the UHD Alliance (UHDA). The Ultra HD Premium certification applies only to products that meet the most demanding performance standards for resolution, HDR, peak luminance, black levels and wide color gamut, among other criteria.

HDR content further improves upon the already astonishing OLED technology, helping to achieve even brighter highlights, enhanced shadow detail and dimension, and colors never before seen on TV. In addition to its HDR-enabled OLED TVs, LG also is introducing advances in LCD TVs with a premium designation called “LG SUPER UHD” TV. These 4K Ultra HD TVs will feature the most advanced LCD picture quality ever offered by LG, with expanded color capabilities, higher peak brightness and better black

levels designed to faithfully display next generation HDR content. Each of three new LG SUPER UHD TV series for 2016 is HDR compatible and includes Dolby Vision™ HDR technology.

To help ensure that the best HDR streaming content is available to consumers, LG has teamed up with major global content providers including Netflix and Amazon.*

- Netflix and Dolby are collaborating with LG to offer an extensive library of high-quality DolbyVision HDR content. Owners of 2016 LG OLED 4K TVs can stream HDR content from Netflix on LG's updated webOS 3.0 Smart TV platform later this year. Visitors to LG's CES booth will see 4K HDR clips from the second season of the popular DolbyVision-mastered Marvel's "Dardevil."
- In cooperation with Amazon, LG OLED TV will offer the newest original HDR content via Amazon Video. Visitors to LG's CES booth will see 4K HDR clips from "The Man in the High Castle," "Red Oaks," "Transparent" and "Mozart in the Jungle"

In addition, visitors to LG's CES booth will be able to experience HDR content on YouTube for the first time. HDR content from YouTube has been mastered to meet Google's VP9-Profile 2 HDR standards. YouTube plans to provide an HDR playback function on its website in 2016. At CES, LG also will display scenes from 20th Century Fox's "The Martian" on its HDR-enabled OLED TVs, using the Vidity video player from Western Digital. The popular movie has been HDR-remastered, making the film's fantastic space scenes look even more spectacular.

In a dark room in its CES booth, LG will display unique new HDR video clips from deep space shot by NASA and produced by official NASA partner Harmonic. HDR technology will allow visitors to see space in a way that no one has seen it before, according to Peter Alexander, senior vice president and chief marketing officer at Harmonic. "LG's OLED TVs, with their ability to deliver the deepest blacks and incredible shadow detail, showcase the new NASA TV UHD channel in the best

possible way, taking consumers much closer to the experience of really being in space,” he added.

Of special significance to the global adoption of next-generation television broadcasting, LG receivers based on ATSC 3.0 Candidate Standards will receive 4K Ultra HD HDR content from KHMP-18, a Las Vegas broadcast television station, during the show. Developed by the Advanced Television Systems Committee, ATSC 3.0 broadcasting leverages HEVC (High Efficiency Video Coding) video compression technology and improved transmission technology to deliver HDR 4K UHD signals over the air for the first time. LG technology is included in the majority of the ATSC 3.0 Physical Layer transmission system Candidate Standard, underscoring LG’s key role in next-generation broadcast standards for the United States, South Korea and other countries.

“We have always been dedicated to providing the latest technological benefits to consumers, and OLED represents the pinnacle of these efforts.” said Brian Kwon, President and CEO at LG’s Home Entertainment Company. “By continuing to innovate, collaborating with other industry leaders and adopting the most promising cutting-edge technological advancements, LG will continue to lead in the global premium TV market.”

LG’s 2016 lineup of OLED TVs featuring HDR will be on display in LG’s booth (LVCC Central Hall, #8204) at CES 2016 from Jan. 6-9 in Las Vegas. For more information about LG products at CES, please visit <http://ces2016.lgnewsroom.com..>

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**Wireless Internet connection & certain subscriptions required and sold separately. Agreement to smart TV terms and conditions required to use certain smart features. Content and services vary by product and are subject to change without notice. webOS does not support Flash. In order to stream 4K content you will need a high speed internet plan capable of receiving 20Mb per second of data.*

About LG Electronics Home Entertainment Company

The LG Electronics Home Entertainment Company is a global leader in television, audio video systems, monitors, personal computers, digital signage and commercial displays. The company opened a new era of innovation in the TV market, pioneering the use of OLED technology in home theater displays and implementing an intuitive operating system to allow customers to experience the full benefits of smart TV technology. LG is committed to improving customers' lives with innovative home entertainment products led by its award-winning 4K OLED TVs, ULTRA HD TVs and webOS TVs. For more information, please visit www.LG.com.

About LG Electronics USA

Named 4K UHD Partner for CES® 2016, LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$56 billion global force and technology leader in consumer electronics, home appliances and mobile communications. LG Electronics, a proud 2015 ENERGY STAR Partner of the Year, sells a range of stylish and innovative home entertainment products, mobile phones, home appliances, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG's "Life's Good" marketing theme. www.lg.com.

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