

FOR IMMEDIATE RELEASE**LG LAUNCHES INNOVATIVE COMMERCIAL GRADE TV
SPECIFICALLY DESIGNED FOR LONG-TERM CARE MARKET**

*Commercial-Grade Display Series Integrates Key Features to
Elevate the In-Room Experience at Long Term Care Facilities*

LINCOLNSHIRE, Ill., Sept. 12, 2018 – LG Electronics USA Business Solutions introduced a new series of health-care TVs developed specifically for the growing long-term care (LTC) market. The new commercial-grade LU340L series TVs include a host of special LTC features, including a large display font, an on-screen clock and a simple remote with large, easy-to-read buttons that pairs with a specific TV, perfect for shared rooms and resident apartments with more than one TV.

“As assisted living and continuing care communities witness the expanding trends of technological integration, LG is at the forefront of LTC display innovation,” said Tim Wright, Director, Long-Term Care, LG Electronics USA Business Solutions. “We listened to our customers about the drawbacks of conventional consumer-grade TVs in LTC facilities. By providing commercial-grade TVs that are designed with unique features specifically for the LTC market, LG is setting the new standard for commercial displays in these environments.”

LG’s new 32- and 43-inch class LU340L models* are designed for the unique needs of the LTC community, including senior living, traditional living, assisted living, skilled nursing and rehab facilities. These energy efficient commercial grade TVs are designed to provide additional benefits, compared with consumer TVs that have typically been used in these environments. For example, their public display mode allows the facility staff to pre-set the start channel, limit the volume and set an on/off timer.

To provide a greater user experience in LTC environments, the LG Multi-IR feature allows facility staff to pair one TV with one remote control. This feature enables end-users to have complete control without interfering with a neighbor’s TV. Facilities can also control up to nine TVs at once with one master remote control by using different I/R codes, which ena-

bles seamless management and connectivity that is critically important in LTC environments. LG's USB Cloning feature allows AV managers to simply copy the TV settings from one TV to another using only a USB memory device, minimizing the installation time.

LG's LU340L series TVs come equipped with special LTC features such as large font, so users can easily find and recognize information, like the current channel and time, and their USB Auto Playback feature allows media streaming without the need for a PC or external device. Their simple remote control has large, clearly marked buttons that make user experience easy and simple. These commercial TVs also will come with a robust two-year parts and labor warranty.

Also important for LTC facilities, LG ENERGY STAR[®] certified commercial TVs save energy without sacrificing features or performance. According to the U.S. Environmental Protection Agency, ENERGY STAR TVs are on average 27 percent more energy efficient than conventional models.

The LG LU340L series joins a broad portfolio of LG digital signage, commercial displays, medical monitors and commercial-grade TVs for LTC facilities, hospitals and other health care facilities. To learn more about LG's full lineup of long-term care solutions, please visit www.lgsolutions.com.

* Model 32LU340L, 31.5 inches measured diagonally; model 43LU340L, 42.5 inches diagonal.

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About LG Business Solutions

The LG Electronics USA Business Solutions division serves commercial display customers in the U.S. health care, lodging and hospitality, digital signage, systems integration, education, government and industrial markets. Based in Lincolnshire, Ill., with its dedicated engineering and customer support team, LG Electronics USA Business Solutions delivers business-to-business technology solutions tailored to the particular needs of business environments. LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a \$55 billion global force in consumer electronics, mobile communications, home appliances and air solutions. LG is a 2018 ENERGY STAR[®] Partner of the Year-Sustained Excellence. For more information, please visit www.LGSolutions.com.

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