



LG G5 “FRIENDS” COMPANION DEVICES LAUNCH IN US

*Available Now, LG CAM Plus, LG 360 CAM, LG 360 VR, LG TONE
via Carriers, Retailers and on LG.COM*

ENGLEWOOD CLIFFS, N.J., May 24 2016 — Beginning today, LG Electronics’ (LG) customers in the US can get their hands on the highly anticipated LG G5 “Friends” companion devices, including the LG CAM Plus, LG 360 CAM, LG 360 VR and LG TONE Platinum™ on LG.com. The recently launched LG G5 smartphone showcases a new modular design that lets owners easily add LG Friends to transform the G5 into a DSLR-inspired camera, mobile virtual reality viewer and even a 360 video camera.

The LG Friends are available now via major US carriers and at retail locations as well as the expanded LG online store – a destination to find great products that help customers get the most out of their favorite LG smartphones. LG.com will also serve as a way to order LG G5 batteries and new charging cradles in the coming weeks – which can be used to charge the G5. In addition, the online store offers batteries and charging cradles for beloved products such as the LG G3, LG G4, and LG V10*.

For a limited time only, the store will be rewarding loyal customers with several promotions to celebrate some of LG’s most successful products and innovations. Consumers can take advantage of deep discounts including up to 70 percent off MSRP for, G4 and V10 battery and charger bundles starting for as low as \$20.**

“The LG ‘Friends’ make the G5 so much more than any other phone on the market. It is the future of smartphone technology, but available today,” said Morris Lee, President of LG Electronics Mobile USA and Head of North America Mobile Business. “With the updated online destination, we are offering our customers yet another way to take advantage of unique LG innovations – from the G5 modular design to the removable battery feature found in the G4 and V10.”

Life’s Good When You Play More

The LG G5 features an all-new sleek, metal alloy body but a modular-type design that let's you add LG Friends and transform the G5 into a DSLR-inspired camera, mobile virtual reality viewer and 360 video camera. As part of the ecosystem, LG Friends aim to deliver fun while providing a new mobile experience far beyond traditional smartphone boundaries. Connecting the LG Friends to LG G5, the LG Friends app is the hub that allows the smartphone to connect with the LG Friends with minimal effort. The LG Friends app detects nearby LG Friends and connects in three simple steps, eliminating much of the hassle of pairing devices.

LG plans to launch additional LG Friends in the coming weeks and months, including companion devices created by third party developers. Current Friends ****include:

LG CAM Plus – A versatile camera module that can be attached to the LG G5 to deliver the comfortable grip and convenient control as found on a standard camera. The LG CAM Plus provides physical buttons for power, shutter, record, zoom and a battery LED indicator. What's more, the LG G5 also offers intuitive auto focus and exposure lock, features usually found on standalone digital cameras that photography enthusiasts using the CAM Plus can enjoy. The CAM Plus also features an embedded battery, which ensures that owners can shoot more videos and photos when the module is attached to the LG G5.

LG 360 CAM - A compact 360-degree angle camera that can be easily connected to the LG G5 via Bluetooth and through the LG Friends app, allowing users to create 360-degree photos and videos. It's equipped with two 13MP 200-degree wide angle cameras and a 1,200mAh battery. The LG 360 CAM provides 2K video and 5.1 surround channel recording on three microphones to help users effortlessly create high-quality 360-degree content. The images can be viewed on the LG G5, the LG 360 VR or other smartphones and devices that are capable of displaying 360-degree content. The LG 360 CAM app is supported on Android 5.0 Lollipop or later and iOS™ 8 or later.

LG 360 VR – A VR goggle that can be connected with the G5 via a dedicated cable to

view 360 content and even simulate a viewing experience of a 130-inch TV from two meters away. It has a stylish design that is foldable so that users can easily carry and watch VR content. Unlike other VR devices, the LG 360 VR does not require a smartphone to be inserted into the device and it weighs only 118g (4.16 ounces) – one-third the weight of competing VR goggles. The device is compatible with 360-degree images and videos captured with LG 360 CAM as well as Google Cardboard and YouTube 360° content.

LG TONE Platinum – The most premium of the LG TONE Series headsets to date, the TONE Platinum supports 24-bit audio and has earned Harman Kardon® Platinum grade for its superior sound quality. With a balanced armature design for minimum distortion, LG TONE Platinum delivers exceptionally sharp and clean sound. It is also the world's first Bluetooth headset equipped with aptX™ HDcodec, to deliver enhanced bass. The premium headset also offers improved noise canceling dual microphones for clearer calls while on the go.

Additional promotions and items will be released on the site in the coming weeks. For more information, please visit LG.com.

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*Batteries are not interchangeable across different phone models.

**Pricing and availability subject to change; please visit LG.com for more details.

*** For pairing process, please follow instructions provided in retail packaging.

***LG G5 users are encouraged to contact their network provider for LG Friends compatibility; not all devices are compatible on all networks.

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About LG Electronics MobileComm U.S.A., Inc.

LG Electronics MobileComm U.S.A., Inc. based in Englewood Cliffs, N.J., is the U.S. sales subsidiary of LG Electronics, Inc. a global innovator and trend leader in the global mobile communications industry. LG is driving the evolution of mobile forward with its highly competitive core technologies in the areas of display, battery and camera optics



and strategic partnerships with noted industry leaders. LG's consumer-centric products - including the flagship premium G Series models -- incorporate unique, ergonomic designs and intuitive UX features that enhance the user experience. The company remains committed to leading consumers into the era of convergence, maximizing inter-device connectivity between smartphones, tablets and a wide range of home and portable electronics products. For more information, please visit www.LG.com.

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