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**LG ELECTRONICS PAINTS PORTRAIT OF MODERN DAY
FAMILY AND 21ST CENTURY LIVING ROOM**

Design and Real Estate Experts Showcase How Revolutionary Technologies Like LG OLED TV Are Changing Today's Living Room Landscape

NEW YORK, Aug. 4, 2016 – Today's living room doesn't look like living rooms from 30, 20 or even 10 years ago, and neither do home entertainment products or the habits of the modern family.

Bringing the living room revolution to life, LG Electronics USA partnered with powerhouse design duo Lydia Marks and Lisa Frantz of Marks & Frantz Interior Design to create "Modern Family Portraits," a series of living room present-day time capsules depicting how the modern family is designing and utilizing their space with advanced technology like LG OLED TV at the forefront.

From established millennial couples who are combining smart home technology with entertaining elements from trendy bars and restaurants into their own home, to empty nesters who are creating the ultimate home entertainment caves as they wave their kids off to college, tastemakers and influencers provided an exclusive look at the changing dynamics of the 21st Century living room.

A unique design-meets-technology case study, LG's Modern Family Portraits showcases how generational shifts in behaviors along with emerging technologies have led to a new set of living room design philosophies centered on home entertainment.

Three different living room vignettes, with LG's revolutionary **2016 OLED TVs** front and center, were conceptualized and brought to life by renowned designers Marks & Frantz, who have worked on everything from film sets, such as *Sex and the City*, *Money Monster* and *The Devil Wears Prada*, to high-end residential and hospitality interiors.

In addition to the living room vignettes, Marks, Frantz and real estate trends specialist Ricardo Rodriguez of Coldwell Banker Residential Brokerage shared expert design and modern living insights in a live panel discussion alongside LG executives, who highlighted the marriage of advanced technology and design innovation for various life stages.

“LG continues to be at the forefront of creating innovations that deliver a better life for consumers with products that are smarter, more intuitive and offer greater connectivity and flexibility for consumers to use them where and when they want,” said David VanderWaal, vice president of marketing, LG Electronics USA, who moderated the expert panel.

Tapping their vast knowledge and experience, Marks & Frantz created living room scenarios that reflect three different modern day family archetypes – the established millennial couple living life to the fullest, the traditional family who are anything but traditionalists and the empty nesters who are enjoying a new life chapter. Each vignette featured one of LG’s latest OLED TV models, along with other home entertainment, audio and smart products to showcase the various devices that make up the ecosystem of today’s connected homes.

“Consumer electronics have had a huge impact on the way we design and live in our homes. They not only allow us to stay connected, but also serve as a distinct design statement that can elevate the look of any room and reflect one’s lifestyle,” said Marks, co-founder of Marks & Frantz. “Companies like LG are allowing us to incorporate electronics as part of the room design with their sleek, artful aesthetic and advanced functionality. LG’s OLED TVs are so sleek and beautiful that you don’t want to relegate them to an armoire or cabinet, but rather make them the focal point of the room.”

“The three vignettes we designed showcase how technology and connected devices offer the flexibility to personalize living rooms to suit a particular family’s lifestyle and create a connected hub where they can interact and bond with each other, as well as with friends and relatives that are near and far,” added Frantz.

Established Millennial Couples Living Life to the Fullest

According to Frantz, the established millennial couple loves “cocooning” – it’s all about hiding out at home and entertaining rather than going out. This vignette was designed to maximize comfort for this couple when they’re at home and bring outside culture inside.

Complementing a young couple’s love for spending time together and entertaining, the new line of LG OLED TVs, which includes four series with eight models, combines statement-making design with the best TV technology available. With LG OLED TV, they get the best picture quality available today, with perfect blacks and incredible color.

The entire 2016 OLED line up is 4K-enabled and the first to be compatible with both core HDR formats – Dolby Vision™ HDR and HDR10 – so couples can stay on trend with the assurance that they will get the newest HDR titles. LG’s award-winning webOS 3.0 Smart TV platform* also offers access to a plethora of streaming content and apps along with some of the most widely consumer media in this demographic – channels like BuzzFeed, Esquire and more – through the new Channel Plus feature launching later this summer.

Making up nearly half of connected home adopters, the established millennial couple also cares about protecting their home with a flexible security option like the LG Smart Security™ plug-and-play monitoring solution and home automation hub secured by ADT Canopy™.

Traditional Families That Are Anything But Traditional

A recent study concluded that more than half of parents today say that technology makes them feel closer to their family¹, so it’s essential that families build a central hub where they can connect and bond through home entertainment, while also having the flexibility for “me” time. LG OLED TVs offer a viewing experience that only OLED can deliver, producing stunning, life-like picture that holds up even from wide viewing

¹ Mintel – “Family Entertainment, - US, January 2016”

angles, so everyone can appreciate its color and clarity from any seat in the house – a must have for a large family. LG’s webOS 3.0 Smart TV platform offers easy and fast access to a seemingly endless selection of content options.*

Parents can let loose and spend a few hours acting like one of the kids, with access to the GameFly Streaming App available through the platform. Since LG OLED TVs are also the first TVs to be compatible with both Dolby Vision HDR and HDR10, families can watch the newest HDR titles with the best picture quality possible from leading streaming content partners like Netflix, Amazon Video® and VUDU®.

With various members of the family either in school or working, they also need a tool for emails paired with school research projects or online shopping – laptops such as the **LG gram® 15**, which weighs a mere 2.2 pounds, while also boasting 0.7-inch thinness and a 15.6 inches screen, are a mainstay in this living room. Not to mention, having a second screen in the living room is great for those family members that love multitasking in front of the TV!

Empty Nesters Enjoying Life’s Next Chapter

With the last kid finally off to college and out of the house, the empty nester living room represented the newly reclaimed space and discretionary spending power of this couple. The **LG SIGNATURE® OLED TV (OLEDG6P)** delivers the “wow factor” for a living room centerpiece with visually striking design and incredible picture quality.

A prime example of empty nester’s home entertainment and home decor investment, the top-of-the-line LG SIGNATURE OLED TV features a stunningly sleek “Picture-on-Glass” form factor that sets a new benchmark in aesthetic design with an exceptionally thin depth – the width of just a few credit cards - translucent glass back and powerful, forward-facing sound bar that doubles as a stand. And, with the Magic Mobile connection feature accessible through LG’s webOS Smart TV platform*, empty nesters can easily pair their smartphone to their LG SIGNATURE OLED G6 TV to view mobile content – like Facebook, Instagram and other popular social channels – so they can keep up with their kids.



When one person needs a little personal time, portable devices like **LG's P5 wireless Bluetooth speakers** allow them to stream music from popular online services, such as Spotify, Napster, iHeartRadio and Pandora and more from the privacy of their bedroom or anywhere in or around the house.

Marriage of Form and Function for Modern Day Families

LG's VanderWaal concluded: "Revolutionary advancements like LG OLED TV – an entirely new category of television – deliver what experts and enthusiasts have hailed as the best TV ever for its unrivalled picture quality and performance, but also have a sleek, elegant design and impossibly thin screen so that they're works of art on or off to complement any room. With today's innovations from LG, advanced design and function no longer live independently."

The entire 2016 LG OLED TV line is available at retailers nationwide. For more information on LG OLED TVs and other home entertainment products, please visit www.LG.com, [@LGUS](https://twitter.com/LGUS), [@LGUSA](https://www.instagram.com/LGUSA), [Facebook @LGUSA](https://www.facebook.com/LGUSA), and follow the conversation with #OLEDisHere.

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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 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 2016 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.

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