

LG ELECTRONICS EXPANDS OLED TV CATEGORY IN U.S. WITH NEW FLAT OLED 4K TVS

*Company Triples OLED TV Line-up in 2015,
Bringing Consumers More Options at More Competitive Prices*

ENGLEWOOD CLIFFS, N.J., Aug. 25, 2015 – LG Electronics USA today announced pricing and availability for the latest addition to its OLED family of televisions – the EF9500 flat OLED 4K TV series – scheduled to begin arriving at retailers nationwide in September. The EF9500 series represents the world’s first flat 4K Ultra HD resolution OLED TV displays.

The introduction of the EF9500 OLED 4K TV series marks a significant milestone in the expansion of the LG OLED TV portfolio, tripling the number of models in less than a year. The new series introduces flat-screen models to LG’s OLED line up, which also includes the EG9600 and EG9700 series of Curved OLED 4K TVs and its EC9300 Full HD Curved OLED TV model. LG now offers OLED TVs in 55-, 65-, and 77-inch class sizes, both curved and flat configurations, and 1080p and 4K resolutions.

“OLED TV is not just a new TV – it’s an entirely new category of television that delivers what experts and consumers alike are hailing as the best picture ever,” said William Cho, President and CEO, LG Electronics USA. “The introduction of LG’s new flat OLED 4K TVs offers consumers more choices of OLED TVs at more competitive pricing and makes the definitive statement that OLED is here to stay.”

With OLED’s revolutionary technology, consumers can enjoy awe-inspiring picture with perfect blacks and incredible color, even from wide viewing angles unlike any LCD/LED TV can deliver. Blacks rendered by LG’s OLED TV are up to 200 times deeper than those of an LCD panel, creating an infinite contrast ratio and bringing colors to life like never before possible.

Advanced Content Delivery – Including High Dynamic Range (HDR)

In addition to its flat configuration, another notable distinction of the EF9500 series is that it is the world's first HDR-capable OLED TV, allowing consumers to display HDR content from both streaming content partners and external source devices. LG's EG9600 Curved OLED 4K TV series soon will receive a firmware update that enables consumers to stream HDR content from current and future streaming content providers. LG OLED technology is perfectly suited for HDR content because it delivers the perfect black that only OLED TVs can achieve. By starting from perfect black, OLED is able to produce the required light ranges at lower peak brightness, resulting in an exceptional – and more comfortable – HDR viewing experience.

LG's OLED TV lineup features its webOS Smart TV platform designed to make finding and switching between content options – including broadcast TV, streaming services and external devices – simple and fast. LG's updated webOS 2.0 platform for 2015 models features an enhanced user interface, reduces boot time and allows users to personalize Launch Bar menus to make it easier than ever for users to access their favorite content.

LG's webOS Smart TV platform launches apps quickly and seamlessly so users can view their desired content faster. It features simple switching to let users quickly shift to any content they'd like, as well as simple discovery to help find new sources of entertainment from 4K partners* such as Amazon Instant Video, Netflix, and YouTube, and many more Full HD options.**

More Mainstream Price Points

LG is making OLED TV accessible to more consumers than ever before, offering models at prices comparable to many of today's premium LCD/LED TVs. Even with new features and design enhancements, the 55EC9300 Full HD Curved OLED TV is now priced at \$2,499 – more than 75 percent lower than the price of LG's first-generation 55-inch class model, which first sold for \$14,999 two years ago. Since then, LG's OLED TV lineup has evolved into a new category of television to include multiple variations at lower price points available nationwide through big-box retailers, regional dealers and specialty and custom-installation retailers. Furthermore, the new flat EF9500 series and the curved EG9600 series will be available at the same price – \$6,999 for the 65-inch model and \$5,499 for the 55-inch model – freeing consumers to enjoy OLED in either configuration, flat or curved, regardless of price.

“There are so many great options available already – flat or curved, full HD or Ultra HD – and we’re excited to see customers experience these new OLED TVs,” said Luke Motschenbacher, Best Buy’s Director of TVs.

LG’s 2015 OLED 4K TVs combine the intense detail of 4K Ultra HD and the superior contrast and rich, accurate color that OLED provides, displaying the ultimate in picture quality. For impressive sound, LG’s 2015 OLED 4K TVs feature premium built-in speaker systems designed by harman/kardon® to deliver a completely captivating audio and video experience. LG has also taken its state-of the art screen technology and transformed it into a work of art with its Art Slim design philosophy, making OLED a complement to any interior décor as the TVs boast an amazingly slim depth at only a few millimeters and a stylish, frameless design.

Series, models and suggested pricing for LG’s full line up of OLED TVs include:

- **EF9500 – OLED 4K TV**
 - 65-inch class (64.5 inches diagonal) model [65EF9500](#): \$6,999
 - 55-inch class (54.6 inches diagonal) model [55EF9500](#): \$5,499

- **EG9600 – OLED 4K TV**
 - 65-inch class (64.5 inches diagonal) model [65EG9600](#): \$6,999
 - 55-inch class (54.6 inches diagonal) model [55EG9600](#): \$5,499

- **EG9700 – OLED 4K TV**
 - 77-inch class (76.7 inches diagonal) model [77EG9700](#): \$24,999

- **EC9300 Series – Full HD OLED**
 - 55-inch class (54.6 inches diagonal) model [55EC9300](#): \$2,499



For more information regarding LG's 2015 OLED TV lineup, including the EF9500, please visit www.lg.com/us/experience-tvs/oled-tv, and to follow the conversation online check out #OLEDisHere.

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**4K/UHD content delivery standards still being developed.*

***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 \$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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