

## **LG RELEASES BEHIND-THE-SCENES VIDEO OF ITS FIRST-EVER SUPER BOWL COMMERCIAL**

*Behind-The-Scenes Look Offers Insight into Creative Approach to Spot*

**ENGLEWOOD CLIFFS, N.J., Feb. 2, 2015** — LG Electronics today released **behind-the-scenes footage** of its first-ever Super Bowl television commercial, giving viewers inside access to the making of the spot that stars critically acclaimed actor Liam Neeson and was executive produced and directed by Ridley and Jake Scott, respectively. This deeper look will reveal how LG’s revolutionary new OLED TV innovation inspired the creative direction of the spot and how the powerhouse team behind the commercial is bringing that vision to consumer’s living rooms during the big game.

LG’s debut Super Bowl spot focuses on how LG is ushering in a new era of TV technology with the launch of its soon-to-be-released **LG SIGNATURE OLED TV**. Packed with a myriad of innovations, including the first-ever Picture-on-Glass design that sheds all unnecessary features to achieve a seamless streamlined look, LG’s newest OLED TV is truly the future of TV technology, available today.

“The technology is so innovative, it lends itself to the visual sort of storytelling that you need to make an epic spot,” said Sir Ridley Scott. “So this is a chance to help produce and bring that all to life in a way that entertains, informs and lets people see how amazing the OLED technology is.”

What’s more, this all-access look reveals a late-breaking fact many viewers may not know. In addition to the father-son collaboration of Ridley and Jake Scott, LG has also brought Liam and his son Micheál Neeson together for the first time ever on screen. In the spot, both Neesons actually play the same character, with Liam being the ‘Man from the Future’ (#ManFromTheFuture), who comes to present-day to bring OLED TV – the future of television – to his present-day self, played by his son Micheál. The commercial follows the

‘Man From the Future’s’ action-packed journey as he enlists the help of his present-day self to bring OLED TV to the masses to experience today.

“It’s great having father and son working together because it’s a truthful, authentic relationship,” said director Jake Scott. “Micheál’s innocence against Liam’s obvious wisdom and experience is a nice dynamic intention created through that relationship.”

The award-winning LG SIGNATURE OLED TV, which was recently named Best TV Product by the “Official Best of CES® 2016 Awards” presented by Engadget, is defined not only by its amazing picture quality, but also its aesthetic design. With a sophisticated OLED panel featuring an impossibly thin depth (measuring about one-tenth of an inch) with a translucent glass back and a powerful, forward-facing sound bar speaker system, it is an outstanding feat of modern engineering and design.

“Occasionally you’ll hear people quip that a particular product or technology is so far ahead of its time it feels like that technology came from a science fiction movie or the future itself,” said Dave VanderWaal, vice president of marketing, LG Electronics USA. “LG has pioneered OLED TV to make this future-forward technology a reality today with a complete OLED TV lineup available nationwide. The Super Bowl is the perfect platform to let people know the future of TV is here.”

LG plans for U.S. rollout of its 2016 OLED TVs beginning in the first quarter. Followers of the #ManFromTheFuture campaign on Twitter can get details about an OLED sweepstakes and learn how to participate by visiting [@LGUS on Twitter](#). Please visit [www.lg.com/us/man-from-the-future](http://www.lg.com/us/man-from-the-future) for more information and a behind-the-scenes look at the making of LG’s spot.

For more information about LG home entertainment products, visit [www.lg.com](http://www.lg.com).

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*\*Official rules available at <https://usscpromotions.com/lg/oledtv4/rules>*

*\*\*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 2015 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](http://www.LG.com).

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