

## PRESS RELEASE

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### LG ELECTRONICS ANNOUNCES U.S. AVAILABILITY OF AWARD-WINNING 2015 OLED AND LED 4K ULTRA HD TVS

New 4K ULTRA HD OLED and 'PRIME UHD LED TV' Models Hitting Store Shelves this Spring

**ENGLEWOOD CLIFFS, N.J., Feb. 26, 2015** – LG Electronics USA today announced pricing and availability for the first of its 2015 4K ULTRA HD (UHD) TV models, which were unveiled with great acclaim last month at the 2015 International CES®.

Leading the 2015 lineup is LG's 4K UHD OLED TV, widely praised by industry pundits for delivering the best picture ever by virtue of its perfect blacks and brighter, crisper images for infinite contrast. Other new 2015 models available this spring include LG's PRIME UHD LED TV – a premium tier above the company's ULTRA HD TV featuring LG "ColorPrime" wider color gamut technology which offers a broader range of colors for a truly premium, cinema-like experience.

"Picture quality is the top consideration for television shoppers, and LG's 2015 4K TV lineup delivers," said David VanderWaal, vice president of marketing, LG Electronics USA. "OLED is unequivocally the best screen technology in the market today, and LG is the only manufacturer to offer OLED TVs, both 4K ULTRA HD and Full HD this year. Our PRIME UHD LED TV models with ColorPrime technology offer the best in 4K LED with expanded color capability for more lifelike images and, like all of our Ultra HD LED TVs, they deliver incredible clarity and detail with four times the resolution of Full HD."

After winning awards at this year's CES, LG's 65-inch class (64.5 inches measured diagonally) 65EG9600 Art Slim Curved 4K OLED will be available at retail in April for \$8,999. OLED's revolutionary technology delivers a breathtaking picture with perfect blacks and incredible color, even from wide viewing angles. The 65EG9600 combines the intense detail of 4K ULTRA HD and the superior contrast and rich, accurate color that OLED provides, displaying the ultimate in picture quality. LG's Art Slim design philosophy is a complement to any interior décor as the TV boasts an amazingly slim depth at only a few millimeters and a stylish, frameless design. Additionally, LG's 1080p 55EC9300 55-inch class (54.6 inches diagonal) OLED TV continues to be available at \$3,499.

LG is also launching its PRIME UHD TV – an all-new premium line of 4K UHD LED TVs featuring LG "ColorPrime" technology, Ultra Luminance, 4K In-Plane Switching (IPS) panel and the LG Prime Mastering Engine to offer a truly premium, cinema-like experience.

LG ColorPrime models use LG proprietary technology that magnifies the range of colors that can be displayed on screen by utilizing different LED phosphor colors, creating greater image depth and realism. LG Ultra Luminance technology continuously analyzes the brightest and darkest parts of the displayed content in order to improve brightness and resolution. Also equipped with LG's 4K IPS panel, the TV renders detailed images at extremely wide viewing angles. What's more, the LG Prime Mastering Engine optimizes the settings of the TV to boost picture quality to premium levels.

In addition to premium picture quality, the UF9500 series features a stunning UltraSlim Design, among the slimmest LED TVs on the market at as little as 8.5mm in depth. The unique "auditorium" stand not only provides a stylish base for the set, but also enhances the audio system designed in collaboration with harman/kardon for an immersive audio experience. The 65- and 55-inch class (64.5 and 54.6 inches diagonal) UF9500 models will be available at retail in March for \$4,499 and \$3,699 respectively.

Other new LG 2015 UHD LED TVs available for the first time this spring are the new UF8500, UF7700 and UF7600 series. These come in six screen sizes ranging from 43-inch class (43.0 inches diagonal) to 70-inch class (69.5 inches diagonal) sizes. LG 4K ULTRA HD TVs offer consumers incredible detail and clarity with four times the resolution of Full HD 1080p screens. The UF8500 series also features LG's popular slim-bezel Cinema Screen design, and enhanced audio designed by harman/kardon.

All of the new models include LG's webOS 2.0, the updated version of the company's award-winning\* Smart TV platform designed to make access content even simpler and faster. LG's webOS 2.0 features simple switching to let users quickly shift to any content that they'd like, as well as simple discovery to help find new sources of entertainment from 4K partners\*\* such as Netflix, Amazon Instant Video and YouTube, and many more Full HD options.\*\*\*

#### Series, Models and Suggested Pricing:

##### EG9600 – UHD OLED

65-inch class (64.5 inches diagonal) model 65EG9600: \$8,999

##### UF9500 – Prime UHD TV

65-inch class (64.5 inches diagonal) model 65UF9500: \$4,499

55-inch class (54.6 inches diagonal) model 55UF9500: \$3,699

##### UF8500 Series – 3D UHD LED with Cinema Screen

65-inch class (64.5 inches diagonal) model 65UF8500: \$3,199

60-inch class (59.5 inches diagonal) model, 60UF8500: \$2,999

##### UF7700 Series – UHD LED

70-inch class (69.5 inches diagonal) model 70UF7700: \$3,999

65-inch class (64.5 inches diagonal) model 65UF7700: \$2,999

60-inch class (59.5 inches diagonal) model 60UF7700: \$2,499

**UF7600 Series – UHD LED**

55-inch class (54.6 inches diagonal) model 55UF7600: \$1,999

49-inch class (48.5 inches diagonal) model 49UF7600: \$1,699

43-inch class (43 inches diagonal) model 43UF7600: \$1,399

**EC9300 Series – Full HD OLED**

55-inch class (54.6 inches diagonal) model 55EC9300: \$3,499.

For more information on LG's 2015 UHD TVs, please visit <http://www.lg.com/us/uhd-4k-tvs>.

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\*webOS awards received in 2014 include: Reviewed.com CES Editors Choice, Ubergizmo Best of CES and CEA CES Innovation Award

\*\*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 need 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 2014 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](http://www.lg.com).

*Media Contact:*

LG Electronics USA

Taryn Brucia

201-214-3302

[Taryn.Brucia@lge.com](mailto:Taryn.Brucia@lge.com)

LG-One

Ashley Kleinstein

212-880-5266

[Ashley.Kleinstein@lg-one.com](mailto:Ashley.Kleinstein@lg-one.com)