

## PRESS RELEASE

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### LG MUSIC FLOW AUDIO SYSTEM AND OLED TVS MAKE DESIGN STATEMENT DURING DWELL ON DESIGN 2015

LG's Home Entertainment Innovations Showcased With LG Studio Appliances at America's Largest Design Event

**LOS ANGELES, May 28, 2015** – Redefining design and functionality for modern living, OLED TVs and Music Flow audio systems from LG Electronics are being featured at Dwell on Design Los Angeles, which opens tomorrow.

In partnership with Dwell and American Society of Interior Designers (ASID), LG unveiled three ASID-designed modern living spaces at the artfully constructed Met Lofts community, a premier residence in downtown LA, uniquely crafted to blend the lively buzz of the city with the relaxing retreat of home. They feature LG's Music Flow family of streaming Wi-Fi® speakers and sound bars – among the first devices to feature Google Cast™ – and LG's awe-inspiring OLED TVs alongside Nate Berkus-inspired kitchens featuring LG Studio appliances. The Met Lofts project, which kicks off this week in conjunction with the Dwell on Design event, will be open to interior designers and their clients through June 20.

LG Music Flow is the perfect complement for these modern lofts because of its modular design that allows users to start with just one speaker and add more over time to create a customized listening experience. Each speaker and sound bar is both Wi-Fi and Bluetooth capable, which allows even more customization and versatility when installing. Consumers can pick and choose from the company's first battery-powered Portable Wi-Fi streaming speaker (Model H4), three additional Wi-Fi streaming speakers (Model H3/H5/H7), and three new Wi-Fi streaming sound bars (Model LAS751M/LAS851M /LAS950M), making it possible to outfit any sized home with a robust sound system. Each model can be controlled using LG's intuitive Music Flow mobile app for various Android, iOS or Chromebook mobile devices.

The lineup offers a broad range of convenient features:

Each speaker and sound bar has Google Cast built-in so users can stream music from their mobile devices and listen to tunes from their favorite online music services, including Google Play™ Music, Pandora, Songza, Tuneln, iHeartRadio and Rdio, among others;

Multi-Room mode lets you customize your home audio experience by synchronizing your speaker to play the same music or listen to different music in each room;

The Home Cinema Mode enables users to enjoy a true home cinema sound experience by adding an LG Music Flow sound bar to the network and synchronizing it with the Music Flow speakers;

Auto Music Play automatically syncs with users' devices via Wi-Fi when the device is brought within one foot of the speaker so music can be enjoyed without interruption;

A Mesh network combined with dual band technology that minimizes interruptions of your music to deliver reliable, superior sound performance; and

Compatibility with many streaming services and Bluetooth® for endless music options.

Also featured in the lofts is LG's 55-inch class (54.6 inches diagonal) Curved OLED TV (model 55EC9300), which is widely recognized for delivering the best picture quality available with perfect blacks and incredible color, even at wider viewing angles. The gentle curve of the OLED TV, coupled with its impossibly slim depth at only a few millimeters in an elegant frameless design, complement the modern luxury design of each loft.

#### Dwell On Design 2015

As Premier Sponsor of the 10<sup>th</sup> annual design event, Dwell on Design Los Angeles, which runs May 29-31, LG Electronics is showcasing the LG Music Flow family of Smart Hi-Fi speakers and sound bars and the awe-inspiring LG 65-inch class (64.5 inches diagonally) OLED 4K TV at the Re-Imagination pavilion (Booth #1201).

Leading LG's 2015 TV lineup is the EG9600 Art Slim Curved OLED 4K UHD TV. Coupled with the intense detail of 4K, LG OLED's revolutionary technology delivers a breathtaking picture with perfect black for infinite contrast and brighter, crisper images. From a design perspective, LG's Art Slim 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.

Both the EG9600 and EC9300 include LG webOS, the company's award-winning\* Smart TV platform designed to make accessing content simple and fast. LG's webOS platform 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.\*\*\* The EG9600 is among the industry's first to be designated "Netflix Recommended TVs" – a program that helps consumers identify televisions that offer the best Netflix experience and superior smart TV performance overall.\*

The LG home entertainment innovations complement the huge presence at Dwell on Design for the new LG Studio premium kitchen appliance suite, which offer a superior combination of sophisticated aesthetic and high performance. The new premium appliances – which include a counter-depth refrigerator, gas and electric slide-in ranges and an over-the-range microwave oven – as were inspired by the LG Studio Artistic Advisor, Nate Berkus.

LG home entertainment products on display include:

#### **EG9600 – UHD OLED (Netflix Recommended) [Dwell on Design only]**

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

#### **EC9300 Series – Full HD OLED ["Drinks by Design" only]**

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

**Wi-Fi Streaming Speakers:**

H3 30W speaker: \$179

H5 40W speaker: \$279

H7 70W speaker: \$379

**Wi-Fi Streaming Sound Bars**

LAS751M: \$499

For more information regarding LG's complete 2015 home entertainment lineup and premium Studio appliances, please visit <http://www.lg.com/us/tv-audio-video> and <http://www.lgstudio.com>, respectively.

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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 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](http://www.lg.com).

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