

PRESS RELEASE

04/13/2015

LG MUSIC FLOW WITH GOOGLE CAST™ LAUNCHED IN U.S.

LG-Google Collaboration Offers More Listening Choices and Premium Listening Experience That's Easy to Enjoy

ENGLEWOOD CLIFFS, N.J., April 13, 2015 — LG Electronics USA today announced pricing and availability for the LG Music Flow family of Smart Hi-Fi speakers and sound bars, which are among the first devices to feature Google Cast. LG's Music Flow is a smart Hi-Fi audio system that takes the experience of reconnecting with favorite music to a whole new level. Google Cast will allow anyone to send music from their Android™ phone or tablet, iPhone, iPad, Mac, Windows laptop or Chromebook to their Google Cast-enabled LG Music Flow audio speakers and sound bars.

The versatile LG Music Flow Wi-Fi audio lineup for the United States includes 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). Each model can be controlled using LG's intuitive Music Flow mobile app for various Android, iOS or Chromebook mobile devices.

A key competitive advantage for LG Music Flow devices is that they have Google Cast built-in so users will be able to stream music from their mobile devices and listen to tunes from their favorite online music services, including Google Play™ Music, Pandora, Songza, TuneIn, iHeartRadio and Rdio, among others. Listeners can enjoy higher audio quality than what they would hear with a Bluetooth speaker because the music is sent from the cloud, not a mobile device.*

"We are pleased to announce that LG Music Flow will be among the first devices in the market to feature Google Cast," said David Vanderwaal, Vice President of Marketing, LG Electronics USA. "With Google Cast, music lovers will enjoy a customizable premium sound experience with virtually limitless music options."

Users can enjoy audio quality beyond what traditional audio systems have offered with Music Flow and Google Cast because the music is sent from the cloud not mirrored from the mobile device. This particular aspect of Google Cast ensures that other phone operations such as incoming calls or text messages do not disrupt the playback.

LG has integrated additional streaming partners including the popular services Deezer and Spotify to complement customers' personal music collections. Spotify users can take advantage of Spotify Connect, which will act as a remote, allowing them to control their LG Music Flow speakers through the app.

LG Music Flow is designed to be modular, so customers can start with just one speaker and add more over time to create a customized listening experience throughout their home. The lineup offers audiophiles a broad range of additional convenient features:

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;

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;

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.

LG Music Flow series is available at competitive prices from major retailers including Amazon, HH Gregg, Best Buy and Google Play store.

Models and suggested pricing:

Wi-Fi Streaming Speakers:

H3 30W speaker: \$179

H4 20W portable speaker: \$199 (available in May)

H5 40W speaker: \$279

H7 70W speaker: \$379

Wi-Fi Streaming Sound Bars

LAS751M: \$499

LAS851M: \$599

LAS950M: \$999

###

*Wireless Internet connection & certain subscriptions required and sold separately. Content and services vary by product and are subject to change without notice.

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.

Media Contacts:

LG Electronics

Taryn Brucia

201-816-2187

taryn.brucia@lge.com

LG-One

Ashley Kleinstein

212-880-5266

ashley.kleinstein@lg-one.com

[1] Android and Google Cast are trademarks of Google Inc.
