

PRESS RELEASE

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LG'S FIRST CURVED SOUND BAR LAUNCHING IN U.S. THIS OCTOBER

New Sound Bar Revolutionizes the Home Viewing Experience with Exceptional Sound, Intuitive Controls and Convenience-Enhancing Features

ENGLEWOOD CLIFFS, N.J., Aug. 12, 2015 — LG Electronics USA today announced pricing and availability for LG's first curved sound bar, scheduled to arrive at select U.S. retailers in October. The premium LG Music Flow Wireless Curved Sound Bar (Model LAS855M) has been artfully designed with a graceful curve, made to add a dramatic design aesthetic to any home while pairing elegantly with curved-screen televisions – including LG's curved OLED TVs, like the **LG Smart Curved OLED 4K TV** (EG9600).

With multiple speakers strategically positioned within its slim, stylish cabinet, the LG Curved Sound Bar offers an exceptional audio experience. Boasting 360W, a 4.1ch speaker system and wall-mountable design, it does more than just complete the TV viewing experience. The elegant sound bar contains four separate speakers for superior sonic depth, while the wireless subwoofer underscores the audio with powerful bass. It also boasts a highly dynamic i-Sound mode, which instantly interprets exactly what media content users are consuming and automatically adjusts the LAS855M's output settings to suit regular television, sports, movies and music perfectly.

The Curved Sound Bar further enhances LG's Music Flow family of wireless speakers and sound bars with sub woofers that enable consumers to customize a premium home audio network that fits their budget and connected home. Music Flow launched earlier this year as one of the first systems to feature Google Cast™, which allows users to send music from their Android™ phone or tablet, iPhone, iPad, Mac, Windows laptop or Chromebook to their LG Music Flow devices. This highly convenient feature allows Music Flow to work with almost every streaming service app on the market – including Google Play™ Music, Pandora, Songza, TuneIn, iHeartRadio and Rdio, among others – meaning users can send music from their preferred streaming app directly to the sound bar via their home's Wi-Fi network.*

Equipped with full Wi-Fi and Bluetooth connectivity, the sound bar can integrate into a Music Flow network of speakers with no bridge required to create TV surround sound, using the feature called Home Cinema Mode. Similarly, Multi-room Mode can be used to turn the entire home into one large-scale sound system. Users can control the music in each room with a single mobile device, enabling them to select a single playlist for the entire house or choose songs on a room-by-room basis.

For the ultimate in performance and convenience, the LAS855M offers HDMI pass-through, to reproduce high-quality audio while sending HD video to the TV. The LAS855M is also compatible with existing TV remotes from eight different manufacturers, allowing consumers to control basic functions such as volume/power with the TV remote they already use.

"Our new premium Curved Sound Bar is the perfect complement to our stunning curved OLED TVs and offers consumers the best home entertainment experience with beautiful devices that look as great as they perform," said David VanderWaal, vice president of marketing, LG Electronics USA. "We welcome the new Curved Sound Bar to LG's Music Flow family, which offers virtually limitless listening choices and premium listening experience that's easy to enjoy."

The LG Curved Sound Bar will be available at U.S. retailers in October at a suggested price of \$699, when it will join the larger **LG Music Flow** series available now at major retailers including Amazon, Best Buy and hhhgregg.

Models and suggested pricing:

Wi-Fi Streaming Speakers:

H3 30W speaker: \$179

H4 20W portable speaker: \$199

H5 40W speaker: \$279

H7 70W speaker: \$379

Wi-Fi Streaming Sound Bars:

LAS751M: \$499

LAS851M: \$599

LAS855M: \$699 (available in October)

LAS950M: \$999

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*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.

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