



Life's Good.

LG BRINGS XBOX CLOUD GAMING (BETA) EXPERIENCE DIRECTLY TO LG SMART TV SCREENS

*LG Smart TV Users Can Dive into the Xbox App and Stream
Hundreds of High Quality Games with Xbox Game Pass Ultimate*

ENGLEWOOD CLIFFS, N.J., April 23, 2025 — Smart TV leader LG Electronics has announced the arrival of the highly anticipated Xbox app on LG Smart TVs this week, allowing users to stream Xbox games on the big screen at home. LG Smart TV owners in over 25 countries¹ are now able to play the latest indie hit to the biggest AAA titles directly through the Xbox app on their LG Smart TVs.

Conveniently accessible from the Gaming Portal² and the LG Apps, the Xbox app enables LG TV owners to jump straight into gameplay from day one with Xbox Game Pass Ultimate, launching hundreds of titles from Activision, Bethesda, Blizzard, Mojang, Xbox Game Studios, and more – with just a compatible controller. The Xbox app is available on LG TVs and select smart monitors running the latest webOS 24 and newer versions,³ and it will soon be available on StanbyME screens.

With an Xbox Game Pass Ultimate membership, users can explore a dynamic lineup of games, from action-packed titles like *Call of Duty®: Black Ops 6* to popular titles like *Avowed*, *South of Midnight* or eagerly awaited upcoming releases like *Towerborne*. Game Pass Ultimate members can also conveniently stream a select catalog of games they already own, such as *NBA 2K25* and *Hogwarts Legacy*, adding even greater flexibility to their gaming experience.

LG is dedicated to delivering the ultimate home entertainment experience with its cutting-edge TVs and top-of-the-class built-in platform, webOS. Through its partnership with Xbox and the launch of the Xbox app, LG elevates gaming with the precision of game-changing OLED TVs and the brilliant and vivid action of the latest QNED TVs, including unrivaled gameplay upscaled to 4K for lifelike visuals, while offering a convenient interface on LG Smart TVs to enjoy a vast library of games with cloud gaming.



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¹ Xbox cloud gaming is available in Australia, Austria, Belgium, Canada, Czech Republic, Denmark, Finland, France, Germany, Hungary, Ireland, Italy, Japan, South Korea, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Slovakia, Spain, Sweden, Switzerland, UK and USA.

² Gaming Portal is available on LG screens running webOS23 and beyond in Austria, Belgium, Brazil, Canada, Chile, Denmark, France, Germany, Italy, Ireland, Mexico, Netherlands, Poland, Spain, Sweden, Switzerland, Türkiye, UK and USA and will expand to more markets and down to LG screens running webOS 6.0 by the second quarter.

³ Including 2022 OLED TVs, 2023 OLED, QNED, NanoCell and UHD TVs - which have been updated to software version 23.20.01 or higher

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About LG Electronics USA

LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a smart life solutions company with annual global revenues of more than \$60 billion. In the United States, LG sells a wide range of innovative home appliances, home entertainment products, commercial displays, air conditioning systems and vehicle components. LG is an 11-time ENERGY STAR® Partner of the Year. www.LG.com.

About the LG Electronics Media Entertainment Solution Company

The LG Media Entertainment Solution Company (MS) is a recognized innovator in televisions, audio, displays and smart TV platforms. The MS Company enhances the media entertainment experience with its OLED TVs, renowned for perfect black and perfect color, and premium LCD QNED TVs, all powered by the personalized webOS smart TV platform. The MS Company also offers Information Technology solutions (gaming monitors, business monitors, laptops, projectors, cloud devices and medical displays) as well as Signage solutions (Micro LED signage, digital signage, hospitality displays and signage software solutions) that are designed to maximize customers' work efficiency and deliver strong value. For more news on LG, visit www.LGnewsroom.com.

About the webOS platform

LG's Emmy Award-winning webOS platform has powered LG TVs for over a decade, earning acclaim for its user-friendly interface that allows for easy navigation and customization. With a growing ecosystem of global partners, webOS is set to drive LG's future growth across multiple devices and out-of-home experiences. LG Channels, LG's exclusive free streaming service, offers a wide selection of premium live and on-demand programming, including movies, TV shows, news, sports, comedy, anime and more. With an always growing number of channels, owners of LG TVs, smart monitors or projectors can easily discover their favorite programs by launching the LG Channels app. LG Channels is also available for Automotive and Hotel TV. For more news on webOS for Smart TV, visit www.LG.com.

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