



FOR IMMEDIATE RELEASE

LG ELECTRONICS' CORE TECHNOLOGIES PROVIDE VALUE IN PERFORMANCE AND DESIGN FOR 2009 HDTVs

LAS VEGAS, Jan. 7, 2009 – Four core television technologies from LG Electronics – Invisible Speakers, AV Mode II, Clear Voice II, and Picture Wizard – enhance consumers' entertainment experience by providing advanced audio-video performance and design across LG's entire line of flat panel HDTV products.* These advanced technologies are easily accessed through an on-screen menu.

“Our core technologies add an extraordinary level of value to LG HDTVs,” said Tim Alessi, director of product development, LG Electronics USA. “Consumers are looking for HDTVs that not only look beautiful, but are also easy to set up and adjust. Adding the innovative Picture Wizard to LG's suite of core technologies takes the guesswork out of the calibration process to help the user easily optimize picture quality for a customized, exceptional home theater experience.”

In short, LG's four core technologies offer the HDTV user easy calibration options that personalize video and audio to taste, type of content and viewing environment:

- **Invisible Speakers** – Consumers looking for a combination of smart technology and stylish design will enjoy the invisible speaker system custom tuned by audio expert Mr. Mark Levinson. This unique system provides a clean, polished look and an enhanced auditory experience by increasing the “sweet spot” and providing a wider sound field.
- **AV Mode II** – LG HDTVs include three AV Modes, conveniently accessible from a button on the remote control, which are preset to optimize picture and sound settings based on content genre: cinema, sports and game. New to the 2009 line, the Cinema Mode has been calibrated using ISFccc standards for a more natural, film-like appearance.
- **Clear Voice II** – Clear Voice technology automatically enhances dialogue when background sounds – such as those in an action sequence – swell. Enhancements made to the Clear Voice technology now allow users to customize their personal preferences based on their home environment through a 12-step adjustment process. This calibration process is based on distinct voice zoom levels and does not interfere with surrounding sounds, ensuring consumers don't miss a single line of dialogue.

(MORE)



- **Picture Wizard** – LG’s newest core technology, Picture Wizard, enables easy self-calibration by providing on-screen reference points for key picture quality elements such as black level, color, tint, sharpness and backlight levels. Now, consumers have the ability to calibrate their LG HDTV with an easy-to-use calibration process allowing them to change picture settings without hiring an expert. This takes the guesswork out of picture adjustments and eliminates the need to purchase separate calibration tools.**

HDTV models featuring LG’s Core Technologies are on display at the 2009 International CES® – Booth #8214, Central Hall, Las Vegas Convention Center. (See separate release for additional product line information.)

About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a global force and technology leader in consumer electronics, home appliances and mobile communications. In the United States, LG Electronics sells a range of stylish and innovative home entertainment products, mobile phones, home appliances and business solutions, all under LG’s “Life’s Good” marketing theme. For more information, please visit www.LGusa.com.

About LG Electronics, Inc.

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, home appliances and mobile communications, employing more than 82,000 people working in 114 operations including 82 subsidiaries around the world. With annual worldwide revenues exceeding \$40 billion, LG Electronics comprises five business units: Home Entertainment, Home Appliance, Air Conditioning, Business Solutions and Mobile Communications. LG is one of the world’s leading producers of mobile handsets, flat panel TVs, air conditioners, front-loading washing machines, optical storage products, DVD players and home theater systems. For more information, please visit www.lge.com.

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* Specifications are subject to change without notice.

* For more information, please visit www.pimsmultimedia.com/LGCES2009

* Except small-screen (19-, 22- and 26-inch class) models.

** LG’s PQ30 series of plasma HDTVs will retain a previous core technology, “Expert mode,” in lieu of Picture Wizard for enhanced picture calibration options.