

For Immediate Release

LG LAYS GROUNDWORK FOR TV OF TOMORROW WITH THINQ® AND α (ALPHA) PROCESSOR

*Already Delivering Category-Leading OLED TV and Impressive SUPER UHD TV,
LG Focuses on the Brains Behind the Display*

SEOUL, Jan. 3, 2018 — At CES 2018, LG Electronics (LG) will raise the home entertainment experience to another level with the introduction of ThinQ® artificial intelligence (AI) and an advanced image processor in its newest OLED and SUPER UHD TVs. ThinQ allows the implementation of hundreds of voice requests utilizing the company's own open smart platform as well as third-party AI services.

With AI functionality embedded in their TVs, LG customers can speak directly into the remote control to enjoy all the convenient features of today's advanced voice assistant technology. LG's ThinQ TVs also function as smart home hubs, offering access to other smart home products such as robotic vacuum cleaners, air conditioners, air purifiers, smart lights, smart speakers and many other devices that can connect to the TV via Wi-Fi or Bluetooth.

And with LG's newest α (Alpha) 9 processor powering the company's market-leading OLED TVs, viewers will experience further improvements in what many already consider to be the best TV picture quality. LG Nano Cell™ SUPER UHD TVs employ Full-Array Local Dimming (FALD) backlighting to provide deeper blacks and enhanced colors, as well as nuanced shadow details for life-like images.

Transforming Modern Lifestyle Through Intelligence

LG's ThinQ offers an enhanced interactive experience in the company's newest smart TV lineup, including OLED and SUPER UHD TV models by employing Natural Language Processing (NLP) to deliver intelligent voice-activated control and connectivity

based on LG's own deep learning technology, DeepThinQ. With a dramatically streamlined setup process, viewers can easily and quickly connect to gaming consoles and external soundbars. Users can search for information, images or videos featuring specific content by making a verbal request through the TV's remote control such as "show me all the movies this actor has starred in" or "show me yoga videos".

LG TVs with ThinQ AI supports services based on Electronic Program Guide (EPG) to deliver information in real time or change to a channel that offers the content requested. Instruct the TV to "search for the soundtrack of this movie" or "turn off the TV when this program is over" without repeating the name of the program or entering a specific time.

Picture Quality Close to Perfection

LG's newest α (Alpha) 9 intelligent processor provides true-to-life images with incredibly rich colors, sharpness and depth for more realism. A core innovative element of the α (Alpha) 9 is the four-step process of noise reduction, which boasts twice as many steps compared to conventional techniques. This algorithm allows for greater finesse in noise reduction, improving the clarity of images affected by distracting artifacts and enabling more effective rendering of smooth gradations.

The processor also improves color performance, thanks to the advanced mapping capabilities make colors look closer than ever to the original content. The improved color correction algorithm allows for more natural colors by expanding the reference color coordinates seven-fold compared to before. α (Alpha) 9 is designed to support high frame rate (HFR) for producing smoother and clearer motion images at 120 frames per second for better rendering of fast-action content such as sports and action movies. As a result of the new image processor, 2018 LG OLED TVs can display any content at maximum quality for a truly spectacular viewing experience.

Maximizing Nano Cell with FALD Backlight and α (Alpha) 7

In 2017, LG made a significant achievement toward its highly ambitious vision for producing the ultimate LCD TV picture through its Nano Cell SUPER UHD TVs. By combining Nano Cell, FALD backlighting and the α (Alpha) 7 processor, LG's 2018 SUPER UHD TV offers a host of technological advantages including deeper blacks, enhanced image rendering, improved shadow details and accurate color from wide viewing angles.

This year's SUPER UHD TV with FALD allows for denser backlighting zones throughout the display, contrary to edge-lighting where backlights are positioned on the edges behind the TV panel. LG's technology improves black levels and picture dimensions by independent control of LED light zones, improving shadow details and reducing light bleeding resulting in enhanced contrast and superb picture quality.

Best Possible 4K Cinema HDR Experience

2018 OLED and SUPER UHD TVs from LG feature *4K Cinema HDR*, which introduces a truly cinematic experience to the home, regardless of the format. LG's 2018 OLED and SUPER UHD TVs add support for Advanced HDR by Technicolor, building on a legacy of supporting most major HDR formats, from the superior viewing experience of Dolby Vision™ to HDR10 and HLG (Hybrid Log-Gamma). LG's 2018 OLED and SUPER UHD TVs process HDR images dynamically frame by frame using LG's proprietary algorithm, Enhanced Dynamic Tone mapping. Both 2018 OLED TVs and SUPER UHD TVs come with Dolby Atmos object-based surround sound for the best audio-visual experience possible.

"LG is continually seeking to innovate in home entertainment and LG ThinQ along with the α (Alpha) 9 processor will deliver a TV viewing experience that is unrivaled in the industry," said Brian Kwon, president of LG's Home Entertainment Company. "At LG,

our interest is in improving user lifestyles and convenience, which our 2018 TVs amply deliver.”

Visitors to CES can experience LG’s TVs of the future for themselves at booth #11100 in Central Hall of the Las Vegas Convention Center.

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About LG Electronics, Inc.

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing 77,000 people working in 125 locations around the world. With 2016 global sales of USD 47.9 billion (KRW 55.4 trillion), LG comprises four business units — Home Appliance & Air Solutions, Mobile Communications, Home Entertainment and Vehicle Components — and is one of the world’s leading producers of flat panel TVs, mobile devices, air conditioners, washing machines and refrigerators. LG Electronics is a 2016 ENERGY STAR Partner of the Year. For more news and information on LG Electronics, please visit www.LGnewsroom.com.

About LG Electronics Home Entertainment Company

The LG Electronics Home Entertainment Company is a global leader in television, audio video systems, monitors, projectors, personal computers, digital signage and commercial displays. The company opened a new era of innovation in the TV market, creating pioneering technologies like OLED TV and implementing an intuitive webOS operating system to allow customers to experience the full benefits of smart TV technology. LG is committed to improving customers’ lives with innovative home entertainment products led by its award-winning 4K OLED TVs and SUPER UHD TVs featuring Nano Cell™ display technology. For more information, visit www.LG.com.

About LG Electronics Singapore Pte Ltd

LG Electronics Singapore Pte Ltd (LG Electronics Singapore) is a fully-owned subsidiary of LG Electronics Inc., the pioneer and market leader of the Korean electronics industry. LG Electronics Singapore operates three business units – Home Entertainment, Mobile Communications and Home Appliance & Air Solution. In recognition of its vision to enrich people’s life with smart technologies and innovative design, LG Electronics Singapore has been recognized with prominent local and international accolades, such as the CNET Asia Editor’s and Readers’ Choice Awards, HWM+HardwareZone.com Tech Awards, Red Dot Design, and GfK No. 1 Awards. For more information, please visit www.lg.com/sg.

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