

## LG Super Ultra HD TV: Super Picture. Super Smart. Super Design

**JOHANNESBURG, 1 June, 2015** - Take your viewing experience to a whole new level with the LG's new SUPER Ultra HD TV. With its revolutionary colour technology, every colour comes alive.

LG's SUPER Ultra HD TV comes with the stunningly thin 8.5mm UltraSlim Design display, which easily blends itself into any living space with sleek picture-perfect excellence.

What about the complexity of it all?

While you may be thinking that with technology comes complexity, this is certainly not the case with LG. With a remarkable new user experience thanks to its WEB OS 2.0, the TV menu system has now been streamlined to perfection. Essentially an upgraded version of LG's much lauded WebOS user interface, it was originally designed under the "Make TV Simple Again" concept, overcoming the growing frustration with unnecessarily complex TV menu systems.

ULTRA Luminance technology continuously analyses the brightest and darkest parts of the displayed content in order to improve brightness and resolution. Equipped with LG's 4K IPS panel, the TV is able to render detailed images at extremely wide viewing angles. What's more, the Prime Mastering Engine optimises the TV's settings to boost picture quality to unprecedented and extraordinary levels.

Get ready for an extraordinary and vivid TV watching experience. Boasting superior features like Colour Prime technology, ULTRA Luminance, a 4K in-Plane Switching (IPS) panel and a Prime Mastering Engine, LG is surpassing the ordinary with a truly vibrant, cinema-like experience.

With LG, you won't miss a thing as every colour comes alive. This is a first-of-its-kind in the land of smart TVs and the HD revolution, placing LG at the top of the TV podium. From sport to movies to drama, with LG's SUPER Ultra HD TV every colour comes alive.

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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 87,000 people working in 113 locations around the world. With 2013 global sales of USD 53.10 billion (KRW 58.14 trillion), LG comprises five business units — Home Entertainment, Mobile Communications, Home Appliance, Air Conditioning & Energy Solution 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 2013 ENERGY STAR® Partner of the Year. For more news and information on LG Electronics, please visit [www.LGnewsroom.com](http://www.LGnewsroom.com).

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