



## NEWS RELEASE

Global Web Site – [www.lge.com](http://www.lge.com)

U.S. Web Site – [www.lgusa.com](http://www.lgusa.com)

### FOR IMMEDIATE RELEASE

## **LG ELECTRONICS INCORPORATES ADVANCED MPEG4 DIGITAL VIDEO COMPRESSION IN NEW LODGING TVs**

### *First Implementation of Advanced Coding in TVs Expands HD Channels*

**NEW YORK, Nov. 13, 2006** – LG Electronics' new series of flat-panel HDTVs for the lodging industry are the first to incorporate next-generation digital video compression technology that enhances performance and simplicity for hotels delivering satellite high-definition programming to guest-room HDTVs, the company announced at the International Hotel/Motel & Restaurant Show.

LG's 42-, 37- and 32-inch widescreen liquid crystal display (LCD) hotel HDTVs are built around the MPEG 4 (moving picture experts group) H.264 technology standard for compatibility with the more than 150 national high-definition channels and 1,500 local broadcast HD and digital channels scheduled to launch on DIRECTV in 2007.

The advanced coding system enables delivery of many more high-definition channels in the same frequency bandwidth as before. Integrated MPEG4 HDTVs support the lodging industry's deployment of DIRECTV-delivered HD content, while setting the stage for the longer-term implementation of MPEG4 by other satellite operators, cable companies, telcos and broadcasters.

In addition to employing both MPEG4 and MPEG2 compression technology, these new sets incorporate the first digital rights management (DRM) system developed specifically for the lodging industry. The "Pro:Idiom"<sup>™</sup> DRM technology is a robust, highly secure technology platform that helps to assure rapid, broad deployment of HDTV and other high-value digital content to the hotel industry.

Available exclusively from LG Electronics in Spring 2007, the new hotel LCD digital televisions (models 42LC5DC, 37LC5DC and 32LC5DC) deliver stunning HDTV pictures with 1366x768 display capability, 500 cd/m<sup>2</sup> brightness and a 1,600:1 contrast ratio.

Features include LG's proven fifth-generation ATSC/QAM/NTSC tuner/demodulator for optimal reception, as well as Dolby Digital® and LG's "3D EchoSound" for enhanced audio performance.

Other noteworthy features include wide-viewing-angle "Super IPS" LCD technology and LG's proprietary XD Engine™ technology. The next-generation XD Engine circuitry takes the low resolution of analog signals to near HD levels, improving brightness, contrast, and detail and enhancing color as well as reducing signal noise.

At the New York show LG also is showcasing a wide variety of flat-panel models, ranging in size from 32- to 50-inches. LG's three plasma HDTVs and four additional LCD HDTVs are designed specifically for the lodging industry, with a majority of the units incorporating Pro:Idiom DRM technology for the delivery of secure high-value digital content to the hotel industry.

LG also is announcing the availability of its unique Remote Jack Pack (RJP-101M), an all-in-one hub for multiple audio/video (A/V) inputs that allow guests to interface with the TV and external portable devices such as DVD/CD players, laptop PCs, video game players, MP3 players and camcorders, meeting the hotel industry's need for enhanced digital convergence and convenience.

#### **ABOUT LG ELECTRONICS USA**

Based in Englewood Cliffs, N.J., LG Electronics USA, Inc., is the North American subsidiary of LG Electronics, Inc., a \$45-billion global force in consumer electronics and mobile communications products. LGEUS comprises four core business areas: consumer electronics, home appliances, mobile phones and information technology products, all marketed under its "Life's Good" theme. The LGEUS Commercial Products division serves the lodging, business, industrial, education, healthcare and GSA markets. For more information, please visit [www.LGcommercial.com](http://www.LGcommercial.com).

-30-

**CONTACTS:** John I. Taylor (847) 941-8181, [jtaylor@lge.com](mailto:jtaylor@lge.com)  
Brent Tongco (303) 634-2677, [brent.tongco@ogilvypr.com](mailto:brent.tongco@ogilvypr.com)