



LG OLED and 4K UHD TVs 2015

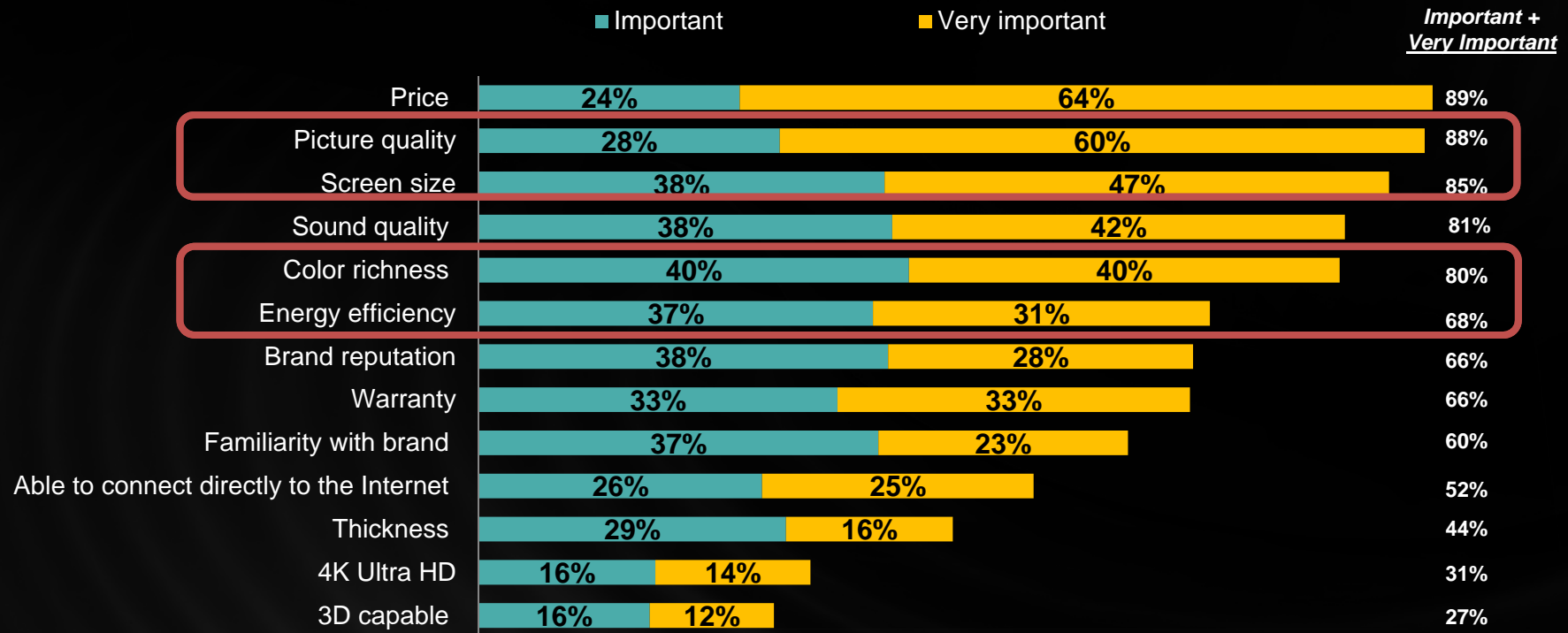
2015 ENERGY STAR® Partner Meeting
John Taylor, LG Electronics USA



4K UHD Meets U.S. Consumer Desires

What Features Drive Purchases?

U.S. Television Purchase Decision Drivers
 (% Considering Aspect 'Important' or 'Very Important')

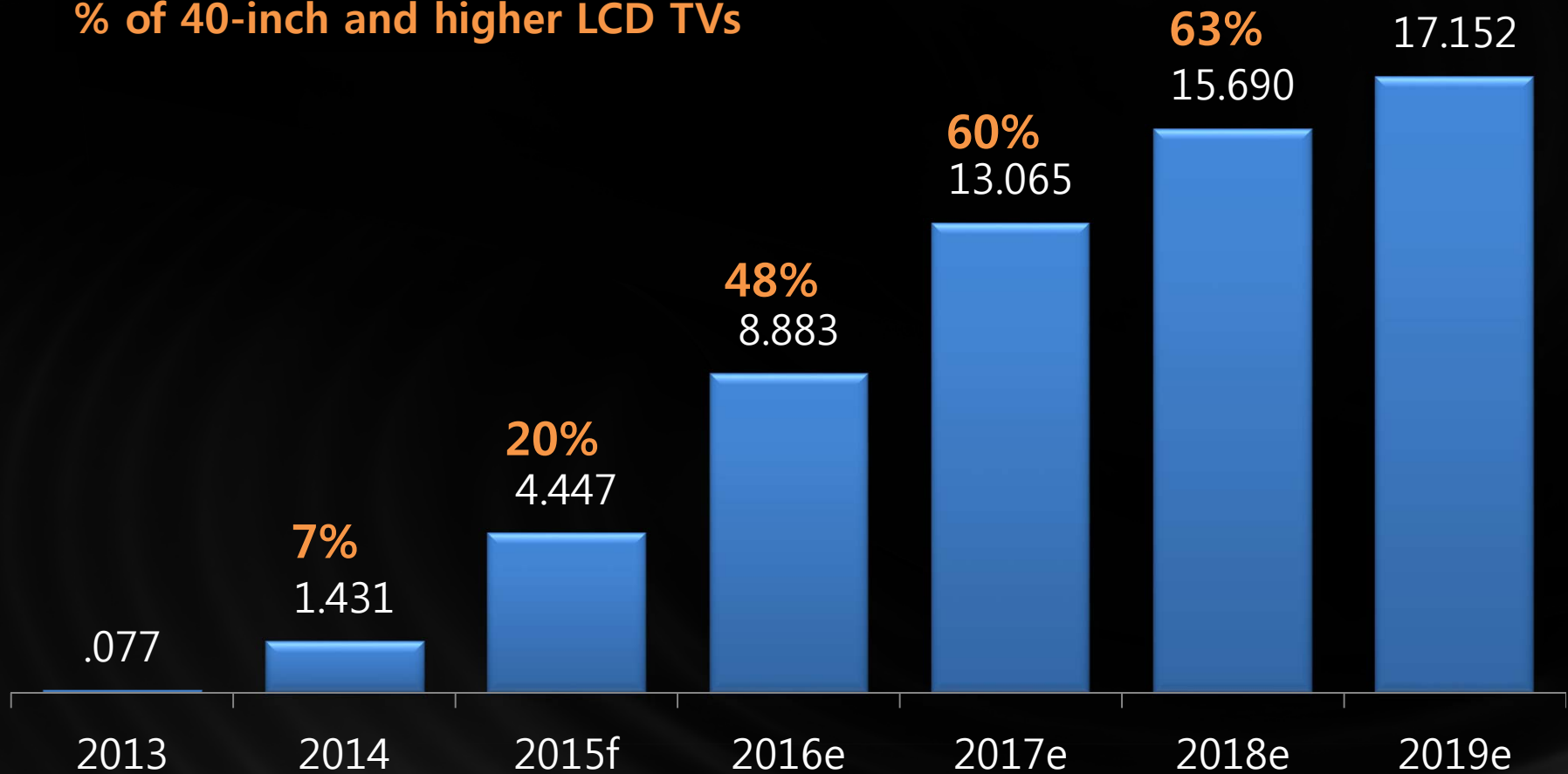


Source: CEA 4K Ultra HD Update: Consumer Adoption and Awareness (2015)

U.S. 4K Ultra HD Market is Exploding

Shipment Forecast (in millions of units)

% of 40-inch and higher LCD TVs



Source: CEA, July 2015 CE Sales and Forecasts

ULTRA HDTV

LG ULTRA HDTV 2015



SIZE

105" 98" 80" 70"
60" 50" 40"

SOUND

Surround Sound
Harman Kardon

SMART

webOS 2.0
Platform

EFFICIENT

ENERGY STAR®
Certified

Prime UHD TV

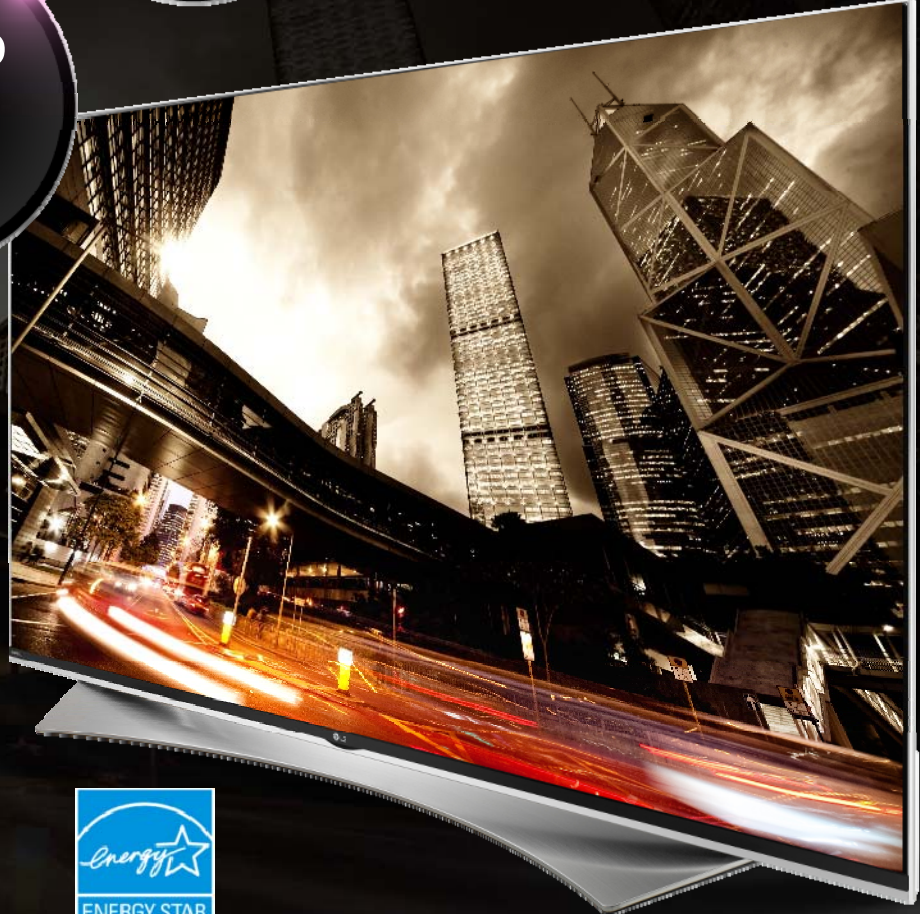
Core Technologies

Prime Mastering Engine

4K UHD IPS Screen

Ultra Slim Design

ENERGY STAR Certified



ULTRA HDTV

LG ULTRA HDTV 2015



MODELS

48 ENERGY STAR
Certified Models

DISPLAYS

LED Backlit
LCD Screens

STANDBY

As low as
0.3 watts

ABC

Brightness
Control Default

LG OLED TV



OLED TV

LG OLED TV 2015



EG9700
Curved 4K



EG9300
Curved 1080P



EG9600
Curved 4K



EF9500
Flat 4K

SIZE
77", 65", 55"

RESOLUTION
FHD ▶ UHD

DESIGN
Curved & Flat

SMART
webOS 2.0

OLED TV

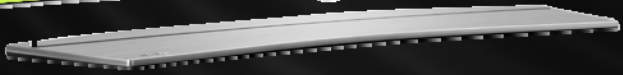
Core Technologies

4K OLED

Perfect Mastering Engine

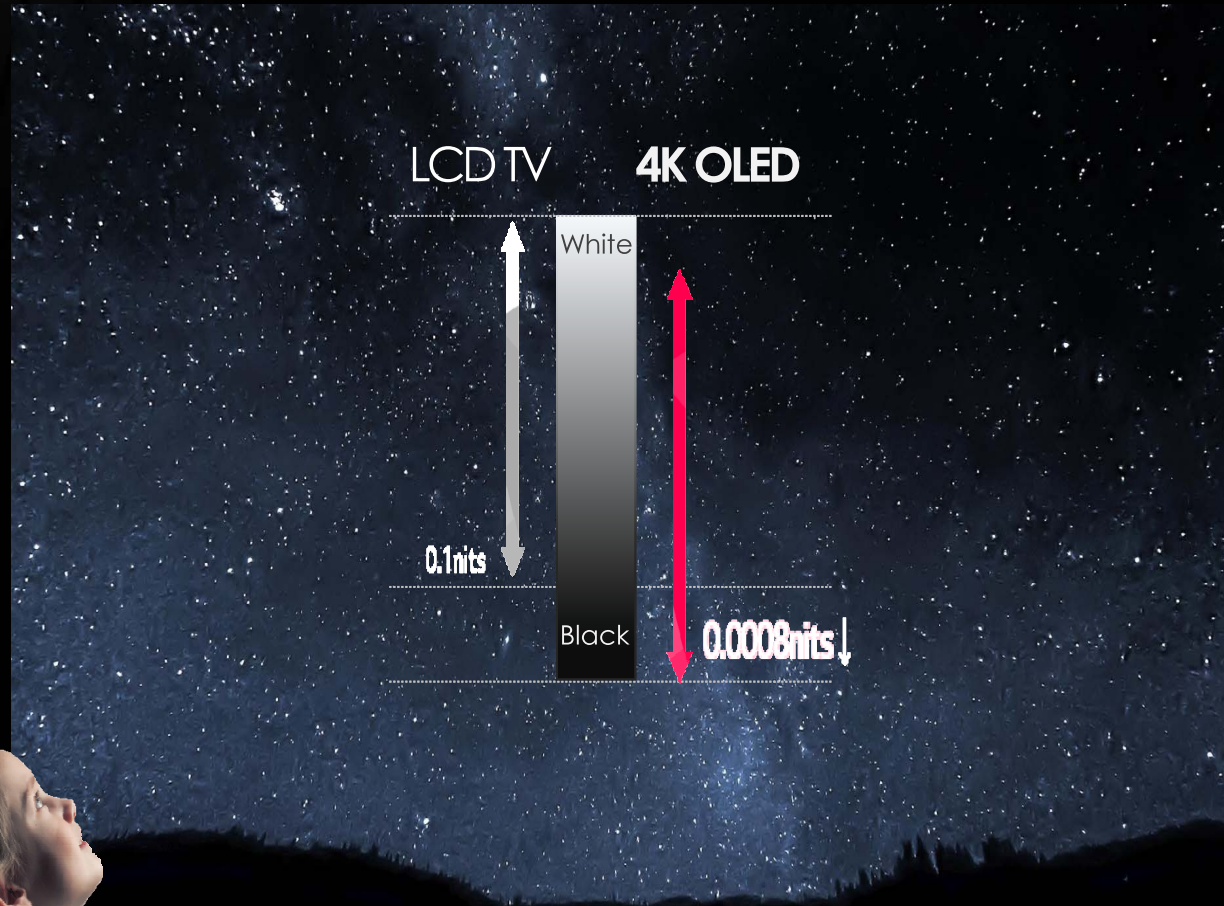
HDR Compatible

ENERGY STAR Certified



OLED = Perfect HDR

Peak luminance based on perfect black to maximize dynamic range





THANK YOU!
john.taylor@lge.com 202-719-3490

