

FOR IMMEDIATE RELEASE**LG COMMERCIAL DISPLAYS MESMERIZE CES SPECTATORS
WITH SPECTACULAR LG OLED EXHIBITION**

Awe Inspiring 'Wave' and 'Fountain' Installations Feature 200-Plus Flat, Curved and Rollable LG OLED Screens, Demonstrate LG Innovation, Display Leadership

LAS VEGAS, Jan. 8, 2020 — A celebrated CES® tradition is continuing this year from LG Electronics, the global leader in OLED display technology, with the *LG OLED Wave*, the latest exhibition welcoming visitors into the company's massive CES booth. Constructed with an array of flexible open frame commercial displays from LG Business Solutions, the show-stopping installation demonstrates LG OLED's unrivaled picture quality and flexibility.

The colossal and captivating *LG OLED Wave* is made up of 200 55-inch LG OLED digital signage screens (128 convex and concave and 72 flat). Measuring 20 feet high and 82 feet wide, the exhibit immersed CES attendees in a breathtaking journey of discovery, displaying the glory of the natural world as it has never been seen before.

From the raw power of the oceans to the birth of the Aurora Borealis in the northern sky, *LG OLED Wave* fills the senses with images and sound that surround, transporting the audience to some of the most memorable natural events and locations on Earth. They can even experience what it is like to walk beneath the ocean's waves.

Visitors to LG's CES 2020 booth also can marvel at *The Fountain*, a hero zone that features a moving performance from unique 65-inch LG OLED rollable displays. *The Fountain* wows visitors with a synchronized performance from 20 of LG's groundbreaking rollable OLED TVs. The razor-thin flexible displays show off their superior image quality while rolling up and down in an entertaining, choreographed sequence. The rollable LG SIGNATURE OLED TV R is the first TV in the world with a screen that can completely disappear from view, withdrawing into its stylish aluminum base when not in use.

The awe-inspiring LG OLED installations are a testament to the company's digital signage technology leadership and its power to innovate and amaze. Display experts agree that LG OLED is the most evolved display technology on the planet, delivering stunning pictures with absolute blacks and incredible contrast from any vantage point. Self-lighting pixels, which can be turned on and off individually, help make images incredibly lifelike. Without the need for a backlight, LG OLED displays are extremely lightweight and thin, allowing for TVs that can be mounted perfectly flush to the wall, or made flexible enough to be rolled up like a poster.

Since 2016, LG Business Solutions' OLED installations have been must-see attractions at major international events. LG's first OLED installation at CES, 2016's *LG OLED Tunnel*, featured a dome-shaped configuration and displayed mesmerizing scenes of the night sky, winning LG a Red Dot Award for Spatial Communication. The next year, *Senses of the Future*, a large-scale light-based artwork presented at Milan Design Week, won the Milano Design Award 2017 for best installation and the Red Dot Grand Prix in the Spatial Communication category. The *LG OLED Falls*, unveiled at last year's CES, repeated the Red Dot Award honor in 2019.

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About LG Business Solutions USA

The LG Electronics USA Business Solutions division serves commercial display customers in the U.S. digital signage, lodging and hospitality, systems integration, healthcare, education, government and industrial markets. Based in Lincolnshire, Ill., with its dedicated engineering and customer support team, LG Business Solutions delivers business-to-business technology solutions tailored to various business environments. LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a \$54 billion global innovator in technology and manufacturing. LG is a 2019 ENERGY STAR® Partner of the Year-Sustained Excellence. www.LGSolutions.com.

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