

LG LAUNCHES SUPERIOR ULTRA HD BLU-RAY PLAYER DELIVERING STUNNING 4K IMAGES FOR U.S. CONSUMERS

*LG UP970 Supports Dolby Vision High Dynamic Range, Hi-Res Audio,
Streaming Capabilities and Dolby Atmos*

ENGLEWOOD CLIFFS, N.J., August 23, 2017 — LG Electronics USA has launched the 2017 LG Ultra HD Blu-ray Disc™ Player with high-dynamic range (HDR) compatibility.

Previewed at CES® 2017, LG's first 4K Blu-ray player (model UP970) will support Dolby Vision™ Blu-ray disc playback. Leveraging the HDR technology that powers Dolby's most advanced cinemas around the world, Dolby Vision transforms the TV experience in the home by delivering greater brightness and contrast, as well as a fuller palette of rich colors. Dolby's deep expertise in bringing advanced technologies from the cinema to the home has led to distinct features that enable Dolby Vision to deliver extraordinary viewing experiences to home consumers. In addition to Dolby Vision, the LG UP970 also offers support for generic HDR (HDR10), giving consumers the peace of mind that they will have access to the widest library of HDR content available.

"LG is committed to providing an awe-inspiring home entertainment experience, and the LG UP970 Ultra HD Blu-ray player is a prime example of how we continue to innovate for American consumers," said Tim Alessi, head of product marketing at LG Electronics USA. "The LG UP970 demonstrates our dedication to providing unmatched picture quality in the marketplace, and it's the perfect accompaniment to our award-winning Dolby Vision enabled 4K LG OLED and LG SUPER UHD TVs."

The LG UP970 is also compatible with a variety of leading sound formats, including Dolby Atmos®, Dolby® TrueHD and DTS-HD Master Audio, for a truly cinematic audio and video experience.

The LG UP970 has two HDMI ports, an HDMI 2.0a port for Ultra HD video output and an HDMI 1.4 for audio output that can connect with legacy hi-fi devices, such as AVRs and sound bars, which may not be able to pass through an HDR signal. With Ethernet and Wi-Fi connections, users can easily stream their favorite online

content via Netflix and YouTube, while the USB port allows for playback of movies, pictures and music for the ultimate home theater experience.

The LG UP970 is available now at local retailers nationwide for \$299. For more information, please visit <http://www.lg.com/us/home-video/lg-UP970-bluray-player>.

#

Dolby Vision streaming will be available later this year via an LG software update.

"LG" and the LG logo are trademarks of LG Corp. Dolby, Dolby Atmos, and the double-D symbol are registered trademarks of Dolby Laboratories. Dolby Vision is a trademark of Dolby Laboratories. All other trademarks remain the property of their respective owners.

About LG Electronics USA

LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$48 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics sells a range of stylish and innovative home entertainment products, mobile phones, home appliances, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG's "Life's Good" marketing theme.

Media Contacts:

LG Electronics USA

Chris De Maria
201 408 9111
christopher.demaria@lge.com

Re' Kleinbard
212 880 5398
re.kleinbard@lg-one.com