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## **LG DEBUTS LG OLED evo G SERIES MATCHING SG10TY SOUNDBAR**

*SG10TY Soundbar Available For Pre-Order and as Part of Promotion With Select LG  
OLED evo TVs*

**ENGLEWOOD CLIFFS, N.J., Feb. 28, 2024** — LG Electronics USA (LG) today announced pricing and availability of its new 3.1ch. Wireless Dolby Atmos Soundbar – the [SG10TY](#). Designed to be paired with LG’s award-winning OLED evo G4 Series TVs, the new wall mountable soundbar’s One Wall design with LG WOWCAST and WOW Orchestra capabilities enrich the home entertainment experience. The SG10TY Soundbar (SRP \$799) is now available for preorder thru March 17, 2024 exclusively at LG.com and will be eligible for a 25% discount when bundled with a 55-, 65- or 77-inch [LG G4 OLED evo TV](#).<sup>1</sup>

The SG10TY serves as the perfect audio and visual companion to LG’s premium OLED TVs. With WOW Orchestra activated, the SG10TY and select LG TVs<sup>2</sup> harness the full potential of their speakers to create an enlarged soundstage with improved width and height. Immersive 3D Spatial Sound<sup>3</sup> technology applies channel analysis through a 3D engine to mesmerize listeners with lifelike sound and a compelling sense of space. What’s more, LG AI Room Calibration – a feature praised by both consumers and experts for its audio enhancement – rapidly analyses the environment of a room and adjusts the settings, enhancing the audio to harmonize with the room’s acoustics. New for 2024, the AI Room Calibration extends its capability to calibrate the audio of rear surround speakers, expanding audio immersion and offering more flexibility for installation.

The SG10TY’s WOWCAST capabilities also allow the soundbar to connect wirelessly to select LG TVs<sup>4</sup> while its One Wall design maintains a sleek viewing environment with no visible cables. The thoughtful design of the SG10TY flawlessly aligns with the width of a 65” G Series OLED evo TV as well as a matching frame bezel and ultra slim profile, resulting in a perfect visual match.



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LG's WOW interface provides an intuitive and user-friendly method to effortlessly manage soundbar settings and share sound modes with the TV. This Wi-Fi-enabled soundbar provides an upscale listening experience with high-fidelity audio quality for listeners to enjoy their favorite tracks via cloud streaming platforms including Tidal<sup>5</sup> and Spotify Connect.<sup>6</sup>

To learn more about LG's Soundbars, visit [LG.com](http://www.LG.com).

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<sup>1</sup>Purchase select LG OLED evo G4 Series TV with a SG10TY Soundbar in a single transaction on <http://www.LG.com/us> between February 26, 2024 and March 17, 2024 and receive 25% off Soundbar purchase price as bundle discount. Soundbar and eligible TV must be purchased in the same order. Savings will be reflected in the cart when all offer requirements are met. If any of the qualifying items are removed from the cart, returned or part of the order is canceled, the promotional savings will be void. Prices and offers are non-redeemable for cash, non-transferable and may not be combined with any other offers/discounts. Availability, prices and terms of offer are subject to change without notice.

Eligible TVs: OLED77G4WUA, OLED65G4SUB, OLED55G4SUB

Eligible Sound Bars: SG10TY

<sup>2</sup> Only available on select LG TVs and LG Soundbar models.

<sup>3</sup> Immersive 3D Spatial Sound is available in CINEMA/AI Sound Pro Mode of the soundbar.

<sup>4</sup> Only available on select LG TVs and LG Soundbar models.

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### **About LG Electronics USA**

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$68 billion global innovator in technology and manufacturing. In the United States, LG sells a wide range of innovative home appliances, home entertainment products, commercial displays, air conditioning systems and vehicle components. LG is a ten-time ENERGY STAR® Partner of the Year. The company's commitment to environmental sustainability and its "Life's Good" marketing theme encompass how LG is dedicated to people's happiness by exceeding expectations today and tomorrow. [www.LG.com](http://www.LG.com).

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