

**CEDIA 2024 Booth #3101**

## **LG DIRECT-VIEW LED ‘LUXURY HOME DISPLAYS’ NOW AVAILABLE THROUGH PROSOURCE**

*Broad network of ProSource independent dealers and custom installers now has access to LG’s award-winning DVLED displays and nationwide service and engineering support*

**DENVER, Sept. 3, 2024** — “Luxury Home Displays” from LG Electronics – wall-sized direct-view light-emitting diode (DVLED) and MicroLED screens designed to deliver the ultimate home entertainment experience – are now available to custom installers and independent dealers through [ProSource](#). LG is announcing the expanded relationship with ProSource at this week’s CEDIA 2024 trade show, where LG’s award-winning displays are featured in booth #3101.

“LG’s Luxury Home Displays allow viewers to immerse themselves in the captivating brilliance, vibrant color, wide contrast ratio and breathtaking screen sizes to suit the most demanding home cinema enthusiasts, and now these displays are available at competitive price points through ProSource,” said LG Electronics USA Senior Vice President Michael Kosla.



Available in various sizes and performance levels, LG’s Luxury Home Displays are designed to take the guesswork out of configuring which display is right for luxury customers. From 2K to 8K configurations with screen sizes from 108-inches diagonal to a show stopping 325-inch screen, these solutions come with the support of a national network of local service centers and Direct View engineers who are trained to support dealers every step of the way.

“LG is a recognized leader in providing dealers and their customers with display technology and models that can be relied upon,” Kosla stressed. “This reliability is critical to dealers who are committed to meeting the long-term viewing demands of their most demanding customers.”

ProSource’s Business Development Vice President Jim Kozicki expressed enthusiasm for adding LG Luxury Home Displays to the ProSource portfolio. “LG’s MicroLED technology sets the standard for the industry, and their Luxury Home Displays deliver the quality, features and proven

reliability that our dealers seek to satisfy the entertainment demands of their most discerning customers,” he said.

At CEDIA 2024, LG is demonstrating the 163-inch, 1.56-pixel pitch LG LSBB015-GD Fine Pitch Direct View LED display that boasts a brightness of 600 nits. A residential and commercial display featuring front serviceability, it includes easy alignment functionality thanks to LG’s Z-direction tool, and a lightweight design (0.50 kg / 1.1 lbs weight per module).

Also featured at the show is LG’s 110-inch 110UM5K-B UHD LCD Display that supports Crestron Connected®, is Cisco Certified and SuperSign Compatible. With 500 nits and 4K Ultra HD resolution, this 110-inch model won’t struggle for detail and clarity in even the brightest environments.

Click [here](#) for more information on LG’s Luxury Home Displays. For high-res images, click [here](#).

###

#### **About ProSource**

ProSource is the largest specialty and consumer-electronics merchandising group in the United States, representing more than 550 independent retailers and custom integrators. With extensive industry expertise and exceptional vendor relationships, ProSource empowers its members with unmatched buying power and resources. ProSource provides a platform for professionals to connect, collaborate and innovate, setting the standard for excellence in the custom integration industry. Visit [www.prosourceinfo.com](http://www.prosourceinfo.com). Follow ProSource: **Instagram:** <https://www.instagram.com/prosourceinfo/> **Facebook:** <https://www.facebook.com/ProSourceInfo/> **LinkedIn:** <https://www.linkedin.com/company/prosource-buying-group/>

#### **About LG Electronics USA**

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$60-billion-plus global innovator. In the United States, LG sells a wide range of innovative home appliances, home entertainment products, commercial displays, air conditioning systems, energy solutions and vehicle components. LG Luxury Home Displays are residential versions of the popular commercial DVLED displays from the LG Business Solutions division. LG is an 11-time ENERGY STAR® Partner of the Year. [www.LG.com](http://www.LG.com).

*Media Contacts:*

#### **LG Electronics USA**

Kim Regillio  
815 355 0509  
[kim.regillio@lge.com](mailto:kim.regillio@lge.com)

Caleigh McDaniel  
[caleigh@griffin360.com](mailto:caleigh@griffin360.com)

#### **ProSource**

Heidi Gunderson  
[marcom@prosourceinfo.com](mailto:marcom@prosourceinfo.com)