



Life's Good.

CES 2024 Booth #16008, Central Hall, Las Vegas Convention Center

FOR IMMEDIATE RELEASE

**ADVANCED DIGITAL DISPLAYS, ROBOTS AND EV CHARGERS
FROM LG BUSINESS SOLUTIONS SPOTLIGHTED AT CES 2024**

*Company's Own B2B Innovations Featured in Sprawling LG Electronics CES Booth
Showcase Smart Life Solutions for Home, Mobility and Commercial*

LAS VEGAS, Jan. 10, 2024 – At CES® 2024, LG Electronics is demonstrating its vision for futuristic commercial interactions that leverage cutting-edge technologies from LG Business Solutions to deliver more engaging, exciting consumer experiences. According to Michael Kosla, senior vice president, LG Business Solutions USA, the company dedicated a large portion of this year's booth (#16008, Central Hall, Las Vegas Convention Center) to commercial technologies to show how the trusted consumer technology brand is advancing consumer experiences outside the home.

“CES 2024 shows how LG is dedicated to providing businesses with new tech-based opportunities that directly impact customer experiences by elevating service and offering novel capabilities,” said Michael Kosla, senior vice president, LG Business Solutions USA. “Through advanced digital displays, interactive robotic assistants and easy-to-use electric vehicle chargers, we are helping businesses create new environments to support an electrified future where physical spaces deliver personalization and individual engagement like online activities.”

Businesses have become increasingly focused on what is often referred to as “the customer journey,” which can involve everything from advertisements seen on mobile devices and customer loyalty programs to in-store product displays and attentive customer service. Utilizing various technologies from LG Business Solutions, companies can innovate new experiences and raise expectations to better attract and retain customers.

CES attendees can experience new customer journeys firsthand as they enter the business portion of LG's booth through a chic entryway consisting of two large curved DVLED displays that evoke unique opportunities and portray an enveloping messaging platform that demands attention.

The atmospheric visual experience continues in the webOS Experience Zone, created with scores of curved LG OLED panels displaying the dazzling array of content available on LG smart TVs. This zone demonstrates how unique physical structures can be constructed with curved OLED display panels to create jaw-dropping multi-sensory immersive environments for events and



Life's Good.

attractions. (LG was named by the Consumer Technology Association as the “Official OLED Display Partner of CES 2024.”)

CES 2024 marks the official debut of the LG SIGNATURE OLED T – the world’s first transparent OLED TV with wireless connectivity. The groundbreaking 77-inch TV combines a transparent 4K OLED screen and LG’s wireless video and audio transmission technology to expand commercial applications. Visitors can also explore how LG’s latest transparent OLED displays can be utilized in public areas to provide unique product showcases, unobstructed space optimization, augmented wayfinding and traffic-stopping storefronts. With both LG’s transparent and wireless solutions, businesses and public entities have a broader range of options for displaying desired content, all while preserving an ambiance of open space and unobstructed views.

In the interactive hospitality and retail sections, a full array of technologies show how businesses can personalize and tailor services to each customer, bringing the convenience of online interactions into the real world.

Among the booth’s most unique contributions to the CES 2024 floor is the CLOi GuideBot, an autonomous robotic assistant developed specifically for commercial locations as diverse as restaurants, hotels, retail stores, stadiums, factories, warehouses, transit centers and school campuses. LG's line of robots can transport products, guide customers, deliver food and beverages, and provide information to support a variety of businesses.

For a glimpse into the future, LG is showcasing its upcoming Level 3 EV Fast Chargers to demonstrate the company’s investment and support for the electrification of America. Featuring easy-to-install designs, expected UL and Energy Star certifications, and the proprietary e-Centric control platform, the fast chargers offer businesses and consumers carefree vehicle charging while enabling new revenue streams through integrated digital displays that can provide information alongside branded messaging or paid third-party advertisements.

“With LG's cutting-edge products and solutions, the customer journey can now rival the depictions of technologically advanced societies seen in Hollywood, offering far more rewarding and engaging experiences,” Kosla said. “Every attendee who visits our booth will get to see and feel how LG is improving public and commercial interactions through creative and thoughtful technologies and installations.”

For more information, click [here](#). For high-res images, click [here](#).

###

About LG Business Solutions USA



Life's Good.

The LG Electronics USA Business Solutions division serves commercial customers in the U.S. lodging and hospitality, digital signage, systems integration, healthcare, education, government and industrial markets – with cutting-edge commercial displays, robots and electric vehicle charging stations. Based in Lincolnshire, Ill., with its dedicated engineering and customer support team, LG Business Solutions USA delivers business-to-business technology solutions tailored to the particular needs of business environments. Ten-time ENERGY STAR® Partner of the Year LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a \$68 billion global force in consumer electronics, home appliances, air solutions and vehicle components. For more information, please visit www.LGSolutions.com.

Media Contacts:

John I. Taylor
+1 847 941 8181
john.taylor@lge.com

Kim Regillio
+1 815 355 0509
kim.regillio@lge.com

Tom Terzulli
+1 212 481 3456 x11
tom@griffin360.com