



LG ANNOUNCES PRICING AND AVAILABILITY FOR 'MYVIEW' SMART MONITORS

*New LG MyView Smart Monitors Present Impressive Image Quality, Access to
Entertainment and Productivity Apps with webOS*

ENGLEWOOD CLIFFS, Jan. 22, 2024 — LG Electronics (LG) announced today pricing and availability of its new lineup of 'LG My View' smart monitors. The **32SR85U** priced at \$599.99, **32SR53FS** priced at \$299.99, and **27SR50F** priced at \$199.99, are available now at LG.com and LG-authorized retailers. Designed for productivity and entertainment, the CES Innovation Award-winning 32SR85U and fellow MyView smart monitors deliver a personalized user experience equipped with acclaimed webOS platform for user-friendly features and connectivity.

LG MyView smart monitors enable users to stream movies, shows and sports, listen to music and work remotely without having to connect to a PC. The new-for-2024 32SR85U model is equipped with an LG IPS 4K display that provides impressive picture quality. Thanks to LG's webOS platform, the latest MyView smart monitors boast an intuitive interface, a tailored user experience and a world of apps to choose from.

Adopting a 31.5-inch, 4K (3,840 x 2,160) IPS panel, the new LG MyView model 32SR85U raises the bar for picture quality in the smart monitor category. Additionally, the 31.5-inch (model 32SR53FS) and 27-inch (model 27SR50F) smart monitors feature FHD (1920 x 1080) IPS panels for vibrant color and clarity at wide angles.

The displays feature a slim form factor with a 3-side virtually borderless design to enhance the viewing experience and save space. The new LG MyView smart monitors have a sleek stand for a compact and stylish appearance. In addition to the CES 2024 Innovation Award, the 32SR85U has been honored with a 2023 Red Dot Design Award and a 2023 iF Design Award.



With webOS 23 onboard, LG MyView smart monitors support remote work and home entertainment, offering access to a vast and growing catalog of popular streaming services, productivity programs like Microsoft 365 and Google Calendar and compatibility with AirPlay 2 and Miracast for wireless screen mirroring.¹ Built-in Wi-Fi and Bluetooth offer connection to the Internet and compatible peripherals. The 32SR85U can be paired with a detachable Full-HD (1,920 x 1,080) webcam² ideal for video conferencing and interactive applications.

To learn more about LG's MyView Smart Monitors, visit [LG.com](https://www.lg.com).

Key Specifications:

		LG MyView Smart Monitor (32SR85U-W)	LG MyView Smart Monitor (32SR53FS-W)	LG MyView Smart Monitor (27SR50F-W)
Size / Resolution	Screen Size	31.5-inch	31.5-inch	27-inch
	Resolution	4K UHD (3,840 x 2,160)	FHD (1920 x 1080)	FHD (1920 x 1080)
Graphics	Panel (Brightness, Typ.)	IPS (400cd/m ²)	IPS (250cd/m ²)	IPS (250cd/m ²)
	Color Gamut (Typ.)	DCI-P3 95%	sRGB 99%	NTSC 72%
	HDR	HDR 10	HDR 10	HDR 10
	Refresh Rate / Response Time	60Hz / 5ms	8ms	14ms
Interface	USB Type-C™ / Charging Power	O (x3) / 90W	O (x3) / 65W	O (x1) / 45W
	HDMI	O (x2)	O (x2)	O (x2)
	USB 2.0	-	O (x2)	O (x2)
	Wi-Fi	O	O	O
	Bluetooth	O	O	O
	Speaker	5W (x2)	5W (x2)	5W (x2)
	Camera	O	-	-
Smart Feature / Service	OS	webOS 23	webOS 23	webOS 23
	Windows 365	O	O	O
	IoT	O	O	O
	Voice Assistant	O	O	O
	Mobile Casting/Mirroring	AirPlay 2 / ScreenShare	AirPlay 2 / ScreenShare	AirPlay 2 / ScreenShare



Accessory	HDMI / Remote Controller	HDMI / Remote Controller	HDMI / Remote Controller
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¹ Productivity programs require a subscription.

² Sold separately.

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.

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