

## LG takes LCD Viewing to larger dimensions

*Introduces India's first of 37" & 42" LCD TVs with SIPS*

Noida, Uttar Pradesh, IND, 2006-11-21 12:31:23 (IndiaPRwire.com)

LG Electronics India Pvt. Limited (LGEIL), a Leading Consumer Electronic, Home Appliance, Mobile Handset and IT Company in India, known for its innovation and technology, added another feather to its cap by launching their latest LCD TVs in the unique sizes of 37' & 42'. Previous to this launch by LG, only Plasma Display Panels were available in 42' screen size in the Indian market.

Combining incredible technology and matchless elegance, the 37' & 42' LCD TV offer an active contrast ratio of 1600: 1 with 600 cd/m<sup>2</sup> brightness level, Super In-Plane Switching technology, XD Engine image driving technology, Wide Viewing Angle of 178\* and HD Ready panels for receiving & transmitting 100% High definition signals. They boast of high resolutions of 1366 x768 pixels (WXGA). Equipped with SRS Trusurround XT and Bass Booster Effect, the models offer stunning sound output. They also have HDMI & 2 Tuner PIP for ultimate viewing pleasure.

According to Mr. Amitabh Tiwari, Business Group Head, Consumer Electronics, LG Electronics, 'It is our constant endeavor to come out with innovative and technologically superior products for our consumers. These new 37inch & 42inch LCD TVs with SIPS are unique as these sizes have not been explored as yet by any other company in the LCD market in India . These sizes are sought out by the consumer in Plasmas and LG is looking forward to delighting the consumer by providing them in LCDs as well. We predict a very good response for our 37inch & 42inch LCD TVs.'

The 37'LCD is available for Rs.1,10,000. The 42'LCD is available for Rs.1,30,000

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### **About LG Electronics India**

LG Electronics India Pvt. Ltd., a wholly owned subsidiary of LG Electronics, South Korea was established in January 1997 in India. One of the most formidable brands in the consumer durable and home appliances segment, LGEIL has an impressive portfolio of Color Televisions, Washing Machines, Air-Conditioners, Microwave Ovens, Refrigerators (Direct Cool and Frost Free), PCs, Vacuum Cleaners, Audio Systems, DVDs, PDPs, optical storage devices, Laptops and GSM mobile phones. In India for over nine years, LG has earned a premium brand positioning due to its superior quality, high product performance, revolutionary technological delivery and warm service. LG is the acknowledged trendsetter for the consumer durable industry in India with the fastest ever nationwide reach, latest global technology and product innovation.

LGEIL has achieved a turnover of Rs. 7500 crores in 2005. LGEIL's first manufacturing unit at Greater Noida is one of the most eco-friendly units among all LG manufacturing plants in the world. The new and second Greenfield facility of LG Electronics India located at Ranjangaon, Pune has the capacity to manufacture GSM Mobile Phones. Color Televisions, Air Conditioners, Refrigerators, Washing Machines, Microwave Ovens and Color Monitors .This is India's first mobile phone manufacturing unit.

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