

LG Launches The World's Slimmest CRT Television

LG Ultra Slim - a revolutionary product is 7cm slimmer than LG's own Super Slim range and a whopping 14 cm slimmer compared to the Conventional Flat TVs available in India.

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Pioneering the introduction of innovative technologies in India yet again, LG Electronics has introduced the Ultra Slim Television.

The Ultra Slim TV is an exceptional combination of style, and practicality, targeted towards discerning consumers who demand a tangible solution for limited living space along with aesthetic appeal for modern homes. The product is priced at Rs 12990/-

Commenting about this latest innovation from LG, Mr. Amitabh Tiwari, Business Group Head, Consumer Electronics , LGEIL said 'We believe in constant expansion of our existing product portfolio, by offering customized display solutions to the Indian audience. Going forward, aesthetics will play a major role in capturing customer loyalty and thus we will continue to launch revolutionary products like Ultra Slim which will further complement the urbane lifestyle of its audience.'

About Ultra Slim TV

The LG Ultra Slim TV is the World's Slimmest CRT Television. Breaking the stereotype of Slim Televisions, this revolutionary product is 7cm slimmer than LG's own Super Slim range and a whopping 14 cm slimmer compared to the Conventional Flat TVs available in India.

It has a deflection angle of 120 degrees. This is 30 degrees wider than a normal CRT TV. As the deflection angle has a strong influence on the depth of TV set, LG has applied the shortest 'Slim Gun' which enabled it make the TV slimmer than ever before.

Moreover, LG's Anti Doming Mask & Glass Design eliminate distortion at the edge of screen. Its 'Nano-Fluorescent Substance' technology enable the realization of a higher contrast ratio and display an excellent image quality with vivid and rich colors on the screen.

The aesthetics and design of the LG Ultra Slim make it a true visual delight. Its glossy and luxurious black color highlight its slim line and sleek looks

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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. It is one of the most formidable brands in consumer electronics, home appliances, IT hardware and mobile communications space. In India for a decade, LG has earned a premium brand positioning and is the acknowledged trendsetter for the industry.

LGEIL has achieved a turnover of Rs8250 crore in 2006. LGEIL's manufacturing unit at Greater

Noida is one of the most eco-friendly units among all LG manufacturing plants in the world. The second Greenfield facility is located at Ranjangaon, Pune has the capacity to manufacture GSM Phones, Colour Televisions, Microwave Ovens, refrigerators and Optical Disc Drives. This is India's first mobile phone manufacturing unit and also Asia's largest Optical Disc Drive manufacturing plant.

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