

Watch movies, view pictures , enjoy music on the move : LG launches Portable DivX DVD player with Swivel LCD screen

Targets 50% growth in Digital Audio Video turnover in 2007

Delhi, NCR, IND, 2007-03-27 15:31:03 (IndiaPRwire.com)

LG Electronics, India's leading consumer durable company and the pioneers in multimedia convergence technology, today announced the launch of its Portable DivX DVD player with built in 7' LCD screen , to strengthen its current product portfolio in the DVD segment.

The highlight of this exquisitely sleek and stylish portable DVD player is its ability to offer consumers the benefit of viewing movies and enjoying their favorite music even while they are on the move. A perfect mobile entertainment solution, the product is strategically priced at Rs. 12990 and is packed with state-of-the-art features .

Speaking about this innovative product, Mr. Amitabh Tiwari, Business Group Head, Consumer Electronics, LGEIL said 'LG is already the market leader in the DVD segment with 23% market share. We predict a very good response for this product and aim to capture a further 5% to 7% of the market share. The product in itself is very unique with a swivel screen and Wireless Card Type Remote Control and will definitely be sought after by lifestyle savvy consumers who are in sync with the latest technology.'

About DVD with 7' LCD - DP 171

The LG DP 171 Portable DivX DVD player comes equipped with a built in 7 inch wide Swivel LCD for increased flexibility. The product comes equipped with built in stereo speakers for maximum voice clarity. The multi format playability feature equips the user to playback VCD/ SVCD/WMA/JPEG/ Kodak CD/ CD-R/ RW/DVD R/ DivX in this DVD. The on- screen Graphic User Interface makes using this stylish DVD player an absolute delight. . The 100x High Speed Smooth Scan enables the user to view videos with crystal clear resolutions. The product comes with a removable battery pack with a backup of 3&1/2 hours and an in-car charger of DC 12V making it a complete mobile entertainment solution.

- END -

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 Rs 8250 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.

For more information, Please contact:

Judy Pae

Corporate Communications - LG Electronics
+822 3777 7144

Neeta Sharma

Corporate Communications - LG Electronics
0120-2560900

You can also visit www.lgindia.com for more information.