

LG presents Technovation at its best

Announces Notebook Business as one of the growth engines for LG India

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Gearing up towards taking the technology sector by storm, industry leader LG Electronics India today announced the launch of its 3D monitor and two unique notebooks. The launch marked LG's new aggressive plans to make its Notebook Business as one of the growth engines for the company. The LG IT Division plans to grow by 30% in volume terms and 20% in revenue terms by end of year 2007.

Talking about the vision of LG IT Division, Mr. Moon B. Shin, Managing Director, LGEIL, announced, 'Taking forward our global goals and vision, LG India will focus on expanding in the advanced technology sphere and will continuously work towards introducing many technologically superior products. The optimism that the Indian consumer has shown towards our premium and technology products further foster our endeavor in developing high technology & premium products for Indian market and we are confident of greater success.'

Explaining the advantages of the two new models of notebooks, Mr. R. Manikandan, Business Group Head-IT Division, LG Electronics said, 'Z1 is a unique product in India with an auxiliary display. With this, the user can listen to music, view slide shows & also enjoy other functions without booting the notebook. The sleek & premium design adds to the aesthetics of the notebook. . The S900 is another unique innovation in technology blending the power of Desktop PCs and the convenience of Notebook.

He also added that, '3D monitor is a remarkable combination of quality and technology and is so advanced that the LCD monitor is capable of constantly displaying the same image for 7 years operation without any change in color or display quality. We are especially targeting the commercial segment through this product due to its stylish looks, cost effectiveness and attractive display. Apart from the 3D technology itself, the highlight of this product is its ability to take the viewer from imagination to the real world. It attracts viewers to such an extent that they would want to feel and experience the visuals displayed intuitively. We are proud to lead the way in bringing 3D technology to India.'

Speaking on the occasion, Prakash Bagri, Director, OEM Business, Intel India,said, 'Intel continues to redefine innovation and the laptop experience for the consumer. The new Intel Centrino® Duo platform boasts performance and is designed for energy efficiency to enable great battery life. Entertainment experience is now leaps and bounds ahead of what has been known with consumer benefiting from this faster technology and great-looking video and graphics. We are looking forward to all customers sharing this enhanced experience and would like to congratulate LG for bringing this in a modern and sleek form.'

With the remarkable 3D technology, LG has made it possible for consumers to experience the power of three dimensional images without using 3D glasses, the effect is that of watching a hologram movie wherein the images seem real and appear to 'pop' out of the screen. The product is priced at Rs. 6, 49,000/-. It is especially targeted at offering never before display solutions to both commercial establishments and high end gaming centers. Along with the 3D monitor, LG launched

its two unique notebooks - Z1 and Desknote S900, both powered by Intel duo core processor.

LG also showcased their latest range of technology products - Blu-ray optical drives, India's first Finger print PCs, Tablet Notebook with finger touch screen and designer series of fantasy monitors on the occasion. LG truly is geared up to be a technology powerhouse.

About Z1

LG's Z1 is the only notebook in India with an auxiliary display. The notebook is powered by Intel® Core™2 Duo Processor and is armed with 1GB RAM, 120 GB HDD, DVD Super Multi Dual Layer (DVD-R/RW, +R/RW, RAM), Intel® Pro/Wireless 3945ABG(802.11a/b/g), Dual Hexa-band Antenna, 56kbps Modem and Blue tooth. The Z1 notebook is available in India for Rs. 89990/- . After downloading Window Slideshow gadgets, the user can enjoy Music Playback, see Picture Sideshow, access Outlook Calendar, Windows Mail, Contact info, Date & Time, World Clock & Alarm features.

About S900

The uniqueness of LG S900 is the fact that it is a hybrid of Desktop & Notebooks. It combines the power of a Desktop and convenience of a notebook. It comes with a 19 inch screen, Intel® Core™2 Duo Processor and is armed with 2 GB RAM, 320 GB HDD, DVD Super Multi Dual Layer (DVD-R/RW, +R/RW, RAM), Intel® Pro/Wireless 3945ABG (802.11a/b/g), Dual Hexa-band Antenna, Blue tooth and 1.3 mega pixel web camera. This product is priced at Rs. 69,990/-

About LG 3D LCD monitor

The LG M4200D boasts of a 3D type auto stereoscopic vision that produces a view akin to that of viewing a large, 3D hologram movie in color. The monitor has a 42 inch True3D Display screen and is equipped with a built-in controller with IP function and bundled software for content producing and video processing, of the feed. It also has a slim & narrow design for a more stylish appearance. LG M4200D 3D LCD monitor is an efficient and remarkable product for both commercial & high end home entertainment usage, best for shopping malls, convention centers, fast food chains, fashion centers, designing, amusement parks, gaming and 3D Animation. High daylight contrast, hidden & lockable control keys, low energy consumption, portrait mode display, simple contents conversion & play and depth effect make the product a must have for all commercial ventures. The 3D monitor is available in India for Rs. 6,49,000 /-

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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.

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