

## LG Unveils Pearl Black LCD series in the Indian Market

*Available in 32", and 42" wide sizes; Brings together an exceptional combination of design and technology; Targets 30% market share in the FPD segment by 2007 year end*

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LG Electronics India Pvt. Limited (LGEIL), today announced the launch of its latest innovation - the Pearl Black LCD TV range, the first in the company's Design Art series. Available in 32' and 42' wide sizes, it offers a vivid and lifelike viewing experience.

Designed to reflect the beauty of a black pearl the LCD features a glossy black finish, ring-shaped stand and wave-inspired bezel design. The unique ring-shaped stand is the key feature of the LCD series. The ring, available in red and black, is utilitarian as well as stylish. Perched atop a ring, the LCD series incorporated the high glossy piano black frame and a wave-design at the bottom of the panel.

**According to Mr. Moon B Shin, President South West Asia, LGE & MD LGEIL,** 'LG's Pearl Black LCD's offer the world's best technology in a compact and sleek tempting design. Superb brightness, true to life images and fine detailing enable the LCD televisions to offer a truly memorable viewing experience. The effort put into designing this unique stand demonstrates LG's commitment and passion for design innovation.'

**Talking about the new range and market growth, Mr. Amitabh Tiwari, Business Group Head-Consumer Electronics, LGEIL,** said, 'LG is witnessing exponential growth in this category. An increasing demand across India for state-of-the-art technology keeps this segment in increasingly good business. With the launch of the Pearl Black LCD series LGEIL plans to capture around 30 percent of the FPD market by year end.'

### **About LG Pearl Black**

The Pearl Black series offers viewers a vivid and lifelike viewing experience with LG's exclusive XD Engine, enhanced 10,000:1 contrast ratio and world's best 5 millisecond response time, which creates deeper black levels and provide a fuller range of colors.

It incorporates LG's intelligent Eye technology to optimize brightness and contrast, according to ambient light. Therefore, TV watchers can enjoy the best picture and simultaneously guard against eye fatigue.

LG's proprietary Simple Link technology allows greater control of other compatible equipment such as DVD players and home theatre systems. Also incorporated into the LB9 series televisions are LG's dimple speakers, which create a complete movie watching experience by providing dynamic and powerful sound through minimized air flow turbulence, without disrupting the television's sleek aesthetics.

The Pearl Black LCD range available in the 32' and 42' wide screen sizes is priced for Rs 59,000/- and Rs 98,000/- respectively.

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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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