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## **LG Extends its Innovative Design Values to Consumers with its LB9 Series**

*LG unites high tech features with black pearl inspired design*

**/24-7PressRelease/** - July 14, 2007 - LG Electronics (LGE), a major player in the global flat panel display market, has announced the LB9 LCD TVs, the first in the company's Design Art series. With these tempting black pearl inspired LCD TVs; LGE hopes to build its reputation for design-focused TVs with quality to match.

"LG's LB9 series was designed to reflect the beauty of a black pearl in its tempting design features such as a glossy black finish, ring-shaped stand and wave-inspired bezel design." said Tae -Bong KIM, design research fellow in Digital Display & Media design research lab., LG Electronics. "Black pearls, with their mysterious luster, evoke strong emotions - consumers just want to reach out and touch them. We designed these TVs to stir up similar feelings as soon as people see them, either in a showroom or a living room."

A unique ring-shaped stand is the key feature of the LB9 series. The ring, available in red and black, is utilitarian as well as stylish. Perched atop a ring, the LB9 series incorporated the high glossy piano black frame and a wave-design at the bottom of the panel.

"The effort put into designing this unique stand demonstrates LGE's commitment and passion for design innovation. We will follow the LB9 series with more Design Art TVs next year. We are highly confident that they will meet the needs of consumers who appreciate a product's aesthetics." said TAE-BONG KIM.

The LB9 series offers viewers a vivid and lifelike viewing experience with LG's exclusive XD Engine and enhanced 10,000:1 contrast ratio, which creates deeper black levels and provide a fuller range of colors.

The LB9 series incorporates LGE's intelligent Eye technology to optimize brightness and contrast, accounting for ambient light. Therefore, TV watchers can enjoy the best picture and simultaneously guard against eye fatigue.

LGE's proprietary Simple Link technology allows greater control of other compatible equipment such as DVD players and home theatre systems.

Mr. Kevin Cha General Manager of LGE Amman Branch added that LGE continuously aim for a pioneering status within the world's electronics arena. "We at LGE are continuously working against time to engineer television sets that re-define TV viewing experiences in terms of both clarity, and quality. We are confident that this product will be met with global acceptance equivalent to the enthusiasm with which the newly released Time Machine in Jordan has experienced. For the Time Machine TV redefined the whole experience of watching television." he said.

From his end Mr. Ghazi Farouq the Assistant Managing Director for Marketing at the Middle East Complex, an agent for LGE products in Jordan, said "Through our partnership with LG Electronics, we are continuously introducing ground-breaking products to the local market, supported by innovative marketing strategies coupled with competitive pricing and after sales services. Our most recent campaign - which is still running - entitled "Once in a Lifetime Car from LGE" embodies our endeavors to provide our customers with the technology they need to cater to a more convenient and premium lifestyle. Now and for the coming weeks, all buyers of LCD TV's including the Time Machine models will have the chance to win the latest E-Class Mercedes Benz". Also incorporated into the LB9 series televisions are LGE'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.

It is important to note that the LB9 TVs are available in 32-, 42- and 47-inch models.

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