



LG COMMITMENT & INNOVATION.

LG excels in bringing innovative technology advancements to the market with our award-winning LCD and Plasma displays. As a manufacturer, we know our displays inside and out, making LG a complete provider of service, support and technological refinements in response to your needs. You have a direct link to a team of design and engineering experts with a thorough knowledge of our displays and accessories. We oversee quality control in our warehouses and make sure that the distribution and service of our products satisfy your standards and ultimately your customers.

LG Commercial Products, is a division of LG Electronics USA based in Lincolnshire, Illinois, serving:

- Digital Signage
- Lodging and Hospitality
- Healthcare
- Enterprise
- Government
- Education
- System Integration/IT

As a provider to the latest in digital technology, LG is committed to offering comprehensive and indispensable solutions.

- HDTVs with built-in MPEG-4 H.264 decoding (An LG first).
- Pro:Idiom® digital rights management (DRM) system (Another LG first).
- Dual XD Engine® – An LG exclusive that optimizes picture quality.
- IP-Cast – Utilizes IP technology for your digital signage applications.

Stemming from our research and development, LG provides cutting-edge digital displays.

- LG Stretch Screens – A distinct and versatile digital signage solution.
- Large Format Touch Screens – DST integrated touch with fast accurate contact response.
- 3D Monitor – Experience animated 3D images without the glasses.



LCD AND PLASMA DISPLAYS WITH THE ENVIRONMENT IN MIND.

Recognizing environmental concerns, LG is committed to improving the development, production and usage of our products. Many of our monitors and televisions include the following features:

- **ENERGY STAR®** – Limits power consumption during ON, Off and Standby Modes.
- **RoHS** – A directive that limits the use of six hazardous substances.
- **Power Savings Modes** – Brightness levels, on flat panels with this feature, can be adjusted to further reduce energy usage.

LG Electronics, Inc. is a global leader and technology innovator in consumer electronics, home appliances and mobile communications, employing more than 72,000 people working in over 120 operations including 80 subsidiaries around the world. With 15,000 engineers and annual research and engineering investments exceeding \$1.7 billion, LG is driving industrial design trends and new technology implementation.

WHY LG?



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Pro:Idiom®

DIGITAL RIGHTS MANAGEMENT SYSTEM

The Pro:Idiom® system's high-quality security unlocks access to premium content availability to help assure rapid, broad deployment of HDTV and other high value digital content. Pro:Idiom has been designed specifically for industries that use premium HDTV content from cable, satellite or video on demand (VOD) services and as such, could result in lower costs, and reduced maintenance. This system is one of the leading DRM systems embraced by content providers for these key programming sources. By using this embedded approach, security is provided and helps eliminate the possibility of customers tampering with or removing needed components.

DUAL XD® ENGINE

Combines two of LG's exclusive XD Engines to help maximize picture quality for any kind of video content. By combining XD Engine processors, panel performance is optimized ensuring higher-quality, more realistic images.



Dramatization

CLEAR VOICE

BALANCED SOUND TO EMPHASIZE DIALOGUE

Designed to automatically enhance and amplify the sounds of the human voice frequency range, Clear Voice Technology helps keep dialogue audible when background noises swell.



Dramatization

invisible SPEAKER

SOUND IS HEARD, NOT SEEN

Breaking through the fixed idea that speaker grills must be exposed, the Invisible Speaker design provides a "fuller sweet spot". Personally tuned by Mr. Mark Levinson, world-renowned audio authority, this unique design has rich and lively sound that can be enjoyed from any angle.



Dramatization

ip-cast

VIDEO CONTENT DELIVERED OVER IP

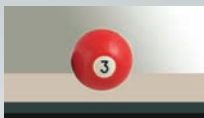
Video content delivered over IP to multiple locations with centralized video content and display control capability.



24 REAL CINEMA

VIEWING QUALITY AS THE DIRECTOR INTENDED

24p playback matches the original frame rate of film based content, making your viewing experience one step closer to "Real Cinema".



ORIGINAL FILM

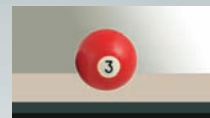
Original film has a frame rate of 24 frames per second. To be viewed on standard video equipment such as TVs it must have a pull down solution.



NTSC

PULLDOWN SOLUTION

NTSC corrects the frame rate difference by repeating every 4th frame. Sound must be separated from the film to avoid any distortion.



REAL CINEMA

Real Cinema uses a 2:3 pull down which takes every other frame and splits it into three fields of video for a smoother transition from film to video.

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