**LG VISER ULTRA HD-TV I TRE FORSKELLIGE STØRRELSER PÅ CES**

*LG var de første ude med Ultra HD-TV, og selskabets model 84LM960V er allerede tilgængelig i Norden. På Consumer Electronics Show vises to nye modeller i serien for første gang.*

**København, 7. januar, 2013 –** LG Electronics viser to nye Ultra HD-TV-modeller frem på CES 2013 i Las Vegas. LG’s første Ultra HD-TV 84LM960V får selskab af to modeller på henholdsvis 55 og 65 tommer. De nye størrelser tilbyder samme fantastiske opløsning og tv-oplevelse som 84-tommers udgaven, som blandt andet vandt ”Best of Innovations” i kategorien Video Display ved 2013 International CES® Innovations Awards. Da LG lancerede 84LM960V i Korea i august 2012, var de den første producent, som var ude med et kommercielt Ultra HD TV. Modellen er siden blevet lanceret globalt og er allerede i december tilgængelig i butikker i Norden. Pris og tilgængelighed for 55- og 65-tommemodellerne bliver annonceret på et senere tidspunkt.

Ultra HD står for Ultra High Definition, en teknologi, der involverer fire gange flere pixels end traditionel Full HD-opløsning – 3840 x 2160 pixels, sammenlignet med traditionel fuld HD med 1920 x1080 pixels. Det giver sammen med Ultra HD-teknologien en fantastisk billedkvalitet. Samtlige tre modeller kan også skalere standard Full HD-materiale op til UHD-opløsning, hvilket giver større klarhed og detaljerigdom.

**Billeder i høj opløsning**

For produktbilleder i høj opløsning, kan du besøge [LG’s billedarkiv](http://www.lgmediabank.com/dk) og skrive modelnavnet i søgefeltet til venstre. For mere information om de nyheder, der bliver præsenteret på CES, se LG’s globale presserum:<http://lgnewsroom.com/ces2013>.

***For mere information, se pressemeddelelsen nedenfor i den originale engelske udgave:***

**LG TO SHOWCASE EXPANDED ULTRA HD TV LINEUP AT CES**

*New Models Set to Join LG’s 84-inch Ultra HD TV Offering Consumers*

*Variety of Choices to Enhance Viewing Experience*

**CITY, Jan. 1, 2013** – LG Electronics (LG) will display its new Ultra HD TV lineup at CES 2013 in Las Vegas. The original 84-inch Ultra HD TV will be complemented by 55- and 65-inch screen models. The new sizes offer the same stellar resolution and immersive viewing experience as LG’s 84-inch Ultra HD TV, the winner of the “Best of Innovations” in the Video Display category at the 2013 International CES® Innovations Awards. LG was the first company to successfully commercialize Ultra HD TV technology, introducing the immersive set for sale to the public in August of this year.

“LG continues to lead the way in the Ultra HD TV segment,” said Havis Kwon, President and CEO of LG Electronics Home Entertainment Company, “In response to expected demand for a range of screen sizes, LG is adding a 55- and 65-inch model to its Ultra HD TV lineup. We are extremely proud of this series as a whole and the ‘Best of Innovations’ award bestowed on our 84-inch UHD TV by the CEA.”

All three models in the Ultra HD TV series boast the advanced Triple XD Engine. This exceptional picture processing technology creates astonishingly vivid images, with 8 million pixels per frame; four times the resolution (3840 x 2160) of Full HD TV panels. Additionally, the Resolution Upscaler Plus takes content of lesser image quality and renders it in high detail.

LG’s newest Magic Remote allows the user to intuitively navigate the Ultra HD TV’s smart onscreen interface. The company’s Smart TV ecosystem now includes approximately 1,400 apps and access to a growing collection of premium content services, such as 3D World and Game World. SmartShare Plus connects users to even more media and entertainment options. This feature set offers a range of connectivity options such as Wi-Fi and Intel’s Wireless Display (WiDi), which enable content to be transferred from portable devices such as laptops, mobile phones, tablets and other devices.

LG has equipped its Ultra HD TVs with CINEMA 3D technology, bringing 3D entertainment into the Ultra HD arena. Astounding screen resolution in combination with 3D effects provides an immersive experience, which is truly beyond imagination. 3D Depth Control allows viewers to fine-tune the perceived distance between objects on the screen, for a customizable 3D experience. 3D Sound Zooming furthers the sense of being ‘in the action’ by analyzing onscreen objects to generate sound in accordance with their virtual location and movement. In addition, the Dual Play feature allows opponents playing multiplayer games to simultaneously see different images on the same screen – effectively making split-screen gaming a thing of the past.

LG’s Ultra HD TV also features a 2.2 Sound System. Consisting of two 10W speakers and two 15W woofers, the sound system produces a lush audio experience that perfectly complements the extraordinary onscreen visuals; creating a true theater-like experience in the home.

At CES 2013, LG will proudly showcase the vibrant neo-pop artwork of Romero Britto on its stunning lineup of Ultra HD TVs in the Ultra HD Gallery Zone. His uplifting paintings are visual expressions of pure happiness and hope for humanity. LG’s next generation picture technology is able to convey the artist’s dynamic vision with complete fidelity. Meanwhile, the Ultra HD Content Zone will show CES visitors just how serious LG is about securing top quality, next generation content. The company has already formed an Ultra HD content agreement with Korea’s top broadcaster, KBS (Korea Broadcasting System), and is actively initiating partnerships with other global content providers and broadcasters.

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**Om LG Electronics**LG Electronics, Inc. (KSE: 066570.KS) er en af verdens største og mest innovative leverandører af forbrugerelektronik, hårde hvidevarer og mobil kommunikation. I kraft af virksomhedens 117 selskaber over hele verden, opnåede LG en global omsætning på 49 mia. USD i 2011. LG Electronics består af fire forretningsenheder – Home Entertainment, Mobile Communications, Home Appliance og Air Conditioning & Energy Solutions – og er en af verdens største producenter af fladskærme, mobiltelefoner, luftvarmepumper, vaskemaskiner og køleskabe.  
LG Electronics har eksisteret i Norden siden oktober 1999. Den nordiske omsætning i 2011 beløb sig til 2,7 mia. SEK. For mere information, besøg [www.lg.com](http://www.lg.com).

**Om LG Electronics Home Entertainment**LG Home Entertainment Company (HE) er en ledende global producent af tv-apparater, monitorer, kommercielle skærme, audio- og videoprodukter, computere og sikkerhedssystemer. LG stræber altid efter at drive teknologien fremad med fokus på at udvikle produkter med smarte funktioner i stilrene designs, som imødegår forbrugernes behov. LG’s forbrugerprodukter inkluderer CINEMA 3D Smart TV, OLED, IPS-skærme og hjemmebiografsystemer, Blu-ray-afspillere og eksterne lagringsenheder. LG’s kommercielle B2B-produkter inkluderer digital signage, videokonferencesystemer og IP-sikkerhedskameraer.

*For mere information, kontakt venligst:*

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| Susanne Persson  PR Manager  LG Electronics Nordic AB  Box 83, 164 94 Kista  Mobil: +46 (0)70 969 46 06 E-mail: [susanne.persson@lge.com](mailto:susanne.persson@lge.com) | Fredrik Lundqvist  Produktspecialist HE  LG Electronics Nordic AB Box 83, 164 94 Kista  Mobil: +46 (0)709 600 862 E-mail: fredrik.lundqvist@lge.com |