LG OLED and 4K UHD TVs 2015

2015 ENERGY STAR® Partner Meeting
John Taylor, LG Electronics USA
4K UHD Meets U.S. Consumer Desires
What Features Drive Purchases?

**U.S. Television Purchase Decision Drivers**
(% Considering Aspect ‘Important’ or ‘Very Important’)

- **Price**: 24% Important, 64% Very important, 89% Important + Very important
- **Picture quality**: 28% Important, 60% Very important, 88% Important + Very important
- **Screen size**: 38% Important, 47% Very important, 85% Important + Very important
- **Sound quality**: 38% Important, 42% Very important, 81% Important + Very important
- **Color richness**: 40% Important, 40% Very important, 80% Important + Very important
- **Energy efficiency**: 37% Important, 31% Very important, 68% Important + Very important
- **Brand reputation**: 38% Important, 28% Very important, 66% Important + Very important
- **Warranty**: 33% Important, 33% Very important, 66% Important + Very important
- **Familiarity with brand**: 37% Important, 23% Very important, 60% Important + Very important
- **Able to connect directly to the Internet**: 26% Important, 25% Very important, 52% Important + Very important
- **Thickness**: 29% Important, 16% Very important, 44% Important + Very important
- **4K Ultra HD**: 16% Important, 14% Very important, 31% Important + Very important
- **3D capable**: 16% Important, 12% Very important, 27% Important + Very important

U.S. 4K Ultra HD Market is Exploding

Shipment Forecast (in millions of units)

% of 40-inch and higher LCD TVs

- 2013: 0.077
- 2014: 1.431
- 2015: 4.447
- 2016: 8.883
- 2017: 13.065
- 2018: 15.690
- 2019: 17.152

Source: CEA, July 2015 CE Sales and Forecasts
LG ULTRA HDTV 2015

SIZE
105” 98” 80” 70”
60” 50” 40”

SOUND
Surround Sound
Harman Kardon

SMART
webOS 2.0 Platform

EFFICIENT
ENERGY STAR® Certified
Core Technologies

- Prime Mastering Engine
- 4K UHD IPS Screen
- Ultra Slim Design
- ENERGY STAR Certified
LG ULTRA HDTV 2015

MODELS
48 ENERGY STAR Certified Models

DISPLAYS
LED Backlit LCD Screens

STANDBY
As low as 0.3 watts

ABC
Brightness Control Default
LG OLED TV
Core Technologies

4K OLED

Perfect Mastering Engine

HDR Compatible

ENERGY STAR Certified
OLED = Perfect HDR

Peak luminance based on perfect black to maximize dynamic range
THANK YOU!
john.taylor@lge.com 202-719-3490