

**FACT SHEET**

*Sep. 1, 2016*

# LG SIGNATURE



**[www.LGSIGNATURE.com](http://www.LGSIGNATURE.com)**

## About LG SIGNATURE

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### ***LG's First Ultra-Premium Brand***

By combining LG's most forward-thinking innovations, LG SIGNATURE represents the pinnacle of design, performance and usability in home appliances.

As LG's first ultra-premium brand, LG SIGNATURE was developed under the full support of the company's top management through continuous efforts to understand the needs of consumers who want the very best out of life.

The initial lineup includes a beautiful 4K HDR-enabled OLED TV, a sophisticated TWINWash™ washing machine, a breathtaking Door-in-Door™ refrigerator and a futuristic hybrid air purifier. By uniting the best of LG technology and design under a single brand, LG SIGNATURE offers consumers a lineup that boasts subtle elegance and top-notch performance.

### ***Stay True to the Essence***

LG SIGNATURE strives to remain true to the essence of each product with a touch of sophistication. This is why each product is a minimalist masterpiece, achieving the perfect balance of aesthetics and function. By preserving the essence from idea generation through to the end-user experience, LG SIGNATURE offers a state-of-the-art lifestyle for people with the most discerning sensibilities.

#### ***Unparalleled Performance***

*Each of the LG SIGNATURE products is an excellent example of LG's commitment to creating technologically advanced appliances that exude sophistication and class.*

#### ***Aesthetic Satisfaction***

*LG SIGNATURE products convey a sense of graceful minimalism which echoes the refined aesthetics of the entire LG SIGNATURE brand.*

#### ***Intuitive User Experience***

*LG SIGNATURE products have been designed to be extremely intuitive with special attention to ergonomics.*

### ***LG SIGNATURE Debuts to High Acclaim***

After its official unveiling at CES 2016, LG SIGNATURE has continued to draw praise from many of the world's most influential media outlets and design critics. LG SIGNATURE products have won a dozen industry awards for innovative technology and sophisticated design such as the 2016 CES Best Of Innovation Award, the Red Dot Design Award 2016, the iF

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Design Award 2016. LG SIGNATURE is set to debut in key target markets in North America, Europe and the Middle East.

## ***LG Redefines 'Premium'***

Over the years, through continuous research and development, LG has introduced a wide range of industry-leading products including the OLED TV, the TWINWash™ washing machine and the LG Styler. LG SIGNATURE is our attempt to redefine premium. Ultra-premium products must offer more than innovative features and great design. They must also be practical and intuitive. These factors all helped to propel the development of the brand. LG SIGNATURE products provide unrivaled performance based on the product's true essence, refined aesthetics and enhanced usability. LG aims to expand into the ultra-premium market with LG SIGNATURE and also enhance the premium image of the LG brand as a whole. The company is therefore focusing on presenting an exceptional, unique brand through not only marketing but also utilizing selective distribution channels and sales.

## **LG SIGNATURE Products**

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The LG SIGNATURE brand currently encompasses four ultra-premium products. Built to be timeless masterpieces that add a classy vibe to any home, all of the products remain true to their essence in different ways, but with the same overarching philosophy.

### ***OLED TV with Cutting-edge Technology for Maximum Immersion***

Winner of the 2016 CES Best of Innovation award, the LG SIGNATURE OLED TV is the ultimate in elegant simplicity as it has no unnecessary elements to distract from the user's immersive viewing experience. The TV features the company's unique Picture-on-Glass design, which boasts an ultra-thin 2.57mm OLED panel with a translucent glass back and forward-facing sound bar speaker system. To achieve a streamlined profile that blends in naturally into any interior environment, designers built the TV with only the absolute essentials. They placed the speakers inside the stand to add to its minimalistic aesthetic.

The LG SIGNATURE OLED TV provides an unrivaled HDR (High Dynamic Resolution) experience with more realism, depth and color vibrancy. It is also extremely versatile as it supports both the HDR10 and Dolby Vision™ HDR formats.

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Using dynamic metadata to adjust color, contrast and brightness on a scene-by-scene basis, Dolby Vision™ content boasts superior color accuracy. In addition, Dolby Vision™ technology's mapping engine ensures that content is optimized to match each TV's capabilities instead of adopting a less precise, one-size-fits-all approach to content rendering.

Unlike other display formats, OLED screens can illuminate individual pixels. This eliminates the need for a backlight which gives OLED its infinite contrast ratio and allows for rendering of perfect black. With this incredible precision, OLED TVs can render crisp, nuanced images down to the most precise details. OLED's deep black also serves as the perfect backdrop for rendering vibrant colors without the interfering light noise found on LCD TVs. LG's ULTRA Luminance technology greatly enhances contrast between dark and bright areas, delivering vivid HDR images, while the Contrast Maximizer feature offers additional depth and contrast by separating objects from their backgrounds.

With 10-bit processing power, LG's OLED TVs can render more than one billion possible color variations, right down to the finest details of color and gradation. The LG SIGNATURE OLED TV supports BT.2020 - the next-generation standard for broadcast and distribution. It also features enhanced color reproduction capabilities. Meanwhile the new web OS 3.0, operating system makes accessing the TV's various functions extremely intuitive. These are all reasons that the LG SIGNATURE OLED TV represents the ultimate in TV technology.

## **LG SIGNATURE OLED TV**

### ***'Seeing is Believing'***

- **Enhanced Picture Quality**
  - HDR-enabled LG SIGNATURE OLED TV includes LG's premium technologies including OLED displays, 4K resolution and high dynamic range (HDR).
- **Picture-On-Glass Design**
  - Picture-On-Glass Design of the LG SIGNATURE OLED TV matches its perfect picture quality
- **Best-in-Class Picture. Best-in-Class Sound**
  - Developed in partnership with high-end audio manufacturer harman/kardon®, the LG SIGNATURE OLED TV is designed with a front-firing sound-bar speaker system.

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## *Washing Machine with Innovations Like No Other*

The unique-looking LG SIGNATURE washing machine is an advanced version of the LG TWINWash™ washer. The premium 24-inch front load washing machine is more durable, more convenient and more sophisticated than ever and features the unique pedestal TWINWash™ Mini under the main unit.

The minimalistic design of the LG SIGNATURE washing machine is highlighted by the beautiful touch-enabled Quick Circle User Interface which is embedded in the glass door. Positioned at a 17 degree angle, the panel is easy to see when standing. The Push Open washing machine door can be opened with a slight push, even when the user's hands are full. Meanwhile, the washer's enamel coating not only gives it a sleek, sophisticated look, but also repels fingerprints and corrosion.

The LG SIGNATURE washing machine comes equipped with LG's proprietary Centum System™ which improves the washing machine's durability and energy efficiency with an advanced suspension system. Noise emitted while the washing machine is in operation is greatly decreased because the Centum System™ minimizes the tub's vibrations during a wash cycle.

### **LG SIGNATURE Washing Machine**

#### ***'Feeling is Believing'***

- **Minimalistic and Futuristic Design**
  - Ergonomically designed Quick Circle User Interface
  - Push Open washing machine door opens with a light push
  - Sophisticated and sleek surface that repels fingerprints and corrosion with enamel coating
- **TWINWash™**
  - TWINWash™ allows users to wash two separate loads of laundry simultaneously
- **Centum System™**
  - Improved durability and energy savings (A+++,-60%)
  - Low spin noise (68dB,1600rpm)

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## *Refrigerator that Unveils the Freshness Within*

The LG SIGNATURE refrigerator represents the visualization of essence with a fresh take that is both intuitive and revolutionary. As a nod to its innovative spirit, LG has taken its award-winning Door-in-Door™ design one step further by adding the InstaView Door-in-Door™ feature that makes the opaque Door-in-Door™ compartment transparent with a simple knock. The transparent surface allows customers to peer inside the refrigerator without having to open the door, offering significant energy savings by limiting cold air loss.

Even more innovative is the new Auto Open Door feature which activates a user approaches the refrigerator, allowing for quick and easy hands-free access.

The LG SIGNATURE refrigerator is powered by LG's Inverter Linear Compressor which automatically adjusts its cooling capacity based on conditions inside the compartment. It also generates less internal friction due to its unique design and is backed by a 10-year warranty.

### **LG SIGNATURE Refrigerator**

#### *'Tasting is Believing'*

- **Minimalistic and Futuristic Design**
  - Flat Door with classy 'Modern Graphite' – hued full stainless steel body and Platinum Fresh Wall Design
- **InstaView Door-in-Door™**
  - Door-in-Door™ compartment window becomes transparent with a simple knock
- **Auto Open Door Feature**
  - Opens the door automatically when users approach the refrigerator
  - Allows for quick and easy hands-free access
- **FRESH Shield Cooling**
  - Impactful cooling veil from upper-front of inner cavity
  - Prevents cold air from escaping and stabilizes the temperature

## *Air Purifier that Cleans Air before Your Very Eyes*

LG believes that nothing is more important than clean air. The exquisitely designed LG SIGNATURE air purifier allows the air cleaning process to be a visual experience with its innovative transparent panel. Equipped with an advanced Watering System feature, this air purifier harnesses the power of water to filter out harmful chemicals and contaminants while

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quickly bringing the room to comfortable humidity levels. The unit is equipped with LG's SIGNATURE Black Filter System, allowing consumers to reuse the filters for even more than 10 years, saving both time and money.

While fine dust particles are totally invisible to the naked eye, customers can see the air quality of their indoor environment by simply glancing at LG's Smart Indicator. Positioned on the control display, the indicator shows air quality with quantitative figures. PM10, PM2.5 and even PM1.0 can be detected.

## **LG SIGNATURE Air Purifier**

### ***'Breathing is Believing'***

- **Rain View Design**
  - With Rain View Window, the air purification process and the inner workings of the air purifier are made visible.
- **Watering System**
  - Harnesses the power of water to filter out harmful chemicals and contaminants
  - Quickly brings the room to comfortable humidity levels
- **SIGNATURE Black Filter System**
  - PM 1.0 Black Filter
    - Eliminates dust completely, even PM 1.0
    - Washable and reusable for even more than 10 years
  - Deodorizing Black Filter
    - Captures Formaldehyde, smog-causing materials (SO<sub>2</sub> and NO<sub>2</sub>) and odors
    - Reusable for even more than 10 years
- **Indoor Air Quality Monitor**
  - Smart Indicator : Shows real-time density of particulate matter 10, 2.5 and 1.0 with quantitative figures.
  - Smart Lighting : Indicates air quality with intuitive four color display
  - PM 1.0 Sensor : Detects fine dust less than 1.0 micrometer in diameter

## WHEN LG SIGNATURE MEETS ART

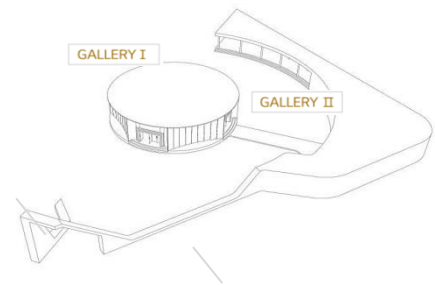
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### *LG SIGNATURE GARDEN GALLERY at IFA 2016*

LG is hosting an art exhibition, under the theme of ‘The Art of Essence,’ at IFA 2016 in Berlin, as unveiling its premium brand, LG SIGNATURE to Europe in a unique way.

Constructing a simple refined gallery which represents LG SIGNATURE’s design philosophy, LG is displaying unique art pieces that reinterpret each of the LG SIGNATURE products’ core essence. By unveiling the sophistication and class of the LG SIGNATURE Brand, the company hopes to position itself as a leader in the premium home appliances market going forward.

As a representation of LG SIGNATURE, the gallery is more than just a building. Its very architecture mirrors the refined aesthetics of the product line, eliminating the superfluous and retaining only the essentials.



The products will be on display alongside artwork inspired by the brand, developed in collaboration with London-based Jason Bruges Studio.

Drawing on his experience as an artist and founder of an art group focused on creating innovative and engaging spaces, Jason Bruges Studio carefully crafted multisensory and dynamic art pieces that reinterpret each product’s essence into lighting, movement and sound so as to convey how each product is state-of-the art.

Jason Bruges Studio’s contributions to the exhibition set an artistic mood that serves to place LG SIGNATURE as a brand that appeals to the refined sensibilities of consumers who want the very best out of life.

To further enhance the premium atmosphere of the event, several of LG’s subsidiaries – LG Display, LG Hausys and the LG Electronics Materials & Production Engineering Research Institute have contributed to its gallery construction and exhibition installation.



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## ***Works of Art on Display:***

Jason Bruges Studio's integrated art installation is captivating light & sound artwork to create a dramatic sense of movement and change its characteristics rhythmically.

Designed to turn the product into an exceptional sensory experience, the core essence of the each product is illustrated as the essential element of the nature.

- **The MOON:** Representing the beautiful rotation of the moon as the inspiration behind the LG SIGNATURE washing machine's innovative technologies, the light trails of dual rotating rings create the infinite and stable movement.
- **The STARS:** Evoking an image of the numerous stars up in the sky, OLED lighting units illuminate the piece's minute details against the absolute black of space in this piece inspired by the LG SIGNATURE OLED TV.
- **The RAIN:** Numerous water droplets inside the LG SIGNATURE air purifier clean the air to create a fresh and natural indoor environment. The art piece shows glittering raindrops through its Rain View Window.
- **The ICE:** Representing ice with a reactive transparent cube, this piece shows the reactive sequence of light and sound, inspired by the InstaView Door-in-Door™ feature of the LG SIGNATURE refrigerator.

### **Jason Bruges Studio's Artistic Contribution to LG SIGNATURE**

[www.jasonbruges.com](http://www.jasonbruges.com)

*"I was excited to work on this art project because I was inspired by the minimalism of the products and by the phenomena and basic essence by which they function. By reinterpreting each product using aspects of timeless aesthetics, it is my hope that we were able to capture the artistic qualities of each of these beautiful appliances."*

- Founded in 2002, Jason Bruges Studio design builds innovative and interactive installations which sit between the world of architecture and urban development.
- The studio creates innovative and engaging spaces which connect people with their environment.
- The studio consists of artist group of architects, lighting designers, electronic engineers, programmers, visualizers, industrial designers and mechanical engineers.
- Bruges has a plethora of art-collaboration project experience with high-end brands.

## ***Artistic display of LG SIGNATURE products***

LG SIGNATURE's unparalleled design has received various global design awards including the Red Dot Design Award 2016, the iF Design Award 2016, and the iF Gold Award 2016.

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In the product design process, LG collaborated with leading design experts. Since 2014, Torsten Valeur has been working together with LG Electronics on this project. His creativity and design acumen, combined with the LG Design Center's expertise made LG SIGNATURE a reality.

## **TORSTEN VALEUR: Master Designer of LG SIGNATURE Home Appliances**

[davidlewisdesigners.com](http://davidlewisdesigners.com)

*"The LG team and I were dedicated to making incomparably beautiful, high-quality products that stayed true to their essence. I have always sought to incorporate natural elements in my designs and I feel that my work on LG SIGNATURE has given me the freedom to express this principle fully.*

*Our goal was to design LG SIGNATURE to represent the ultimate in elegant simplicity. To accomplish this, every detail, right down to the materials themselves has been carefully chosen.*

*We wanted LG SIGNATURE to push boundaries; giving individuals the ability to see the true functions of a product is what really makes the difference. By eliminating unnecessary elements that detract from the product's pure essence, a true design-driven experience can be achieved.*

*I hope you experience a more exceptional life with LG SIGNATURE."*

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