

LG Electronics Brings Content to Life With Suite of 3D Technology

ENGLEWOOD CLIFFS, N.J., /PRNewswire/ -- LG Electronics takes entertainment to the next dimension by introducing a full suite of 3D technology products to help bring content to life for consumers. By pairing LG's new top-of-the-line "Infinia" LED HDTVs with its first-ever 3D-capable Network Blu-ray Disc player, consumers can now enjoy superior picture quality and the immersive 3D experience of their favorite sporting events and Hollywood mega-hits in the comfort of their home.

LG Infinia LX9500 and LX6500 series HDTVs, paired with the company's BX580 Network Blu-ray Disc player and custom 3D eyewear, now enable consumers to experience 3D TV, colors and contrast like never before. The LX9500 provides the ultimate home entertainment experience with THX certified picture quality, Full LED Slim technology, virtually unlimited content possibilities from NetCast™ Entertainment Access, an ultra-high refresh rate and all of LG's latest innovations.

"While consumers are still seeking the ultimate 2D HDTV home entertainment experience, demand for 3D technology is growing by the day, and as more content becomes available in the 3D format, this demand will continue to increase," said Peter Reiner, senior vice president, marketing, LG Electronics USA. "LG is now providing consumers with 'something better' in 3D - sleek design, entertainment and online content options, and the extraordinary picture and sound quality that people have come to expect from LG."

LG will be offering an exclusive bundle at retail for the launch of its 3D technology suite, making 3D more accessible to consumers. With the 1-2-3D bundle, consumers who purchase any LG LX9500 or LX6500 LED HDTV paired with the LG 3D Blu-ray Disc Player from participating retailers, will receive two free pairs of the 3D active shutter glasses, a \$100 instant rebate and a bonus redemption certificate to receive Warner Home Video's Blu-ray 3D™ title IMAX Under the Sea 3D by mail while supplies last.

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