



## Press Release

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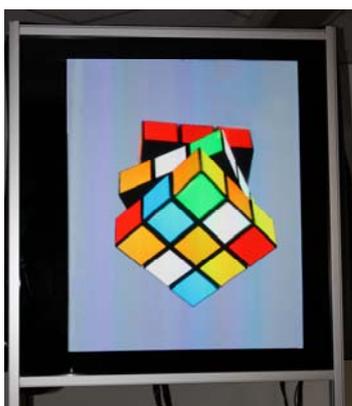
### HoloVizio™ 3D display receives LG projector base

#### *LG's mini-projectors are put to use in Holografika Ltd's award-winning 3D display*

**Budapest, 10. February, 2009.** - The latest version of HoloVizio™ 3D-displays provide 3D images for multiple viewers without special glasses or head tracking by incorporating several LG projectors. The 3D display technology - developed and patented by Holografika Ltd. from Hungary - in its latest form, which won the Lyon ITC spectators' award, uses LG's HS101 LED-projectors. The innovative 3D display has proven its worth on various market segments, including medicine and oil research.

Developed by redesigning LG Electronics' projector the HoloVizio 3D display has created a holographic movie medium, the equivalent of a 110-centimetre-screen, in which 3D objects and videos appear behind and in front of the screen. As it happens with real-life objects, it becomes possible to look behind HoloVizio's 3D projections, enjoying an actual feeling of space.

In displaying HoloVizio's 3D models and images, the units developed from LG's HS101 mobil projector really go to work. The lightweight and narrow projector's LEDs increase colour saturation and depth, and as they outperform conventional incandescent lamps, there is absolutely no need to change them. The ultra-rapid pulsating of the LEDs' light gives unsaturated colours better sharpness. Further attractive features include an RGB input, a 2000:1 contrast ratio, and an 800 × 600 resolution.



The business of Hungarian Holografika Ltd., who enjoy backing from the prestigious European Research ICT project, is built around their patented 3D display technology. The company's 3-dimension-displays have been presented in several fields of interest, and are widely tipped to become the base on which 3D television is to be built. HoloVizio's images of actual spatial expansion can be enjoyed without glasses, from a wide viewing angle, thus providing the same viewing experience to several viewers at the same time. Another serious appeal of this particular technology is that viewers do not suffer the fatigue to the eye, the headaches and other such strains frequently encountered while watching competing technologies.

Award winning HoloVizio 3D display delivers 3D imagery without glasses

Beyond perfecting 3D television, HoloVizio can revolutionize the training of medical doctors, since its projected 3D X-ray images can be rotated and magnified in space, giving way to a more sophisticated and effortless analysis for several viewers simultaneously.

More information:

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



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**About LG Electronics, Inc.**

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, home appliances and mobile communications, employing more than 82,000 people working in 114 operations including 82 subsidiaries around the world. With 2007 global sales of USD 44 billion, LG is comprised of five business units - Home Entertainment, Home Appliance, Air Conditioning, Business Solutions and Mobile Communications. LG is the world's leading producer of mobile handsets, flat panel TVs, air conditioners, front-loading washing machines, optical storage products, DVD players and home theater systems. For more information, please visit [www.lge.com](http://www.lge.com).