

## **FOR IMMEDIATE RELEASE**

### **3D GAME CONVERTER NOW AVAILABLE FOR OPTIMUS 3D**

*Feature Adds Another Dimension to 2D Content for a Unique Viewing Experience*

**SEOUL, Oct. 06, 2011** – LG Electronics (LG) today announced that its exclusive 3D Game Converter, which garnered tremendous interest at IFA 2011, is now available for download for owners of LG Optimus 3D smartphones. Included in the first Maintenance Release (MR), the software will be available in Europe beginning this month and will be rolled-out in other regions over the next several weeks.

The 3D Game Converter is the first software engine that allows smartphone users to transform Open GL-based 2D games into 3D with the option to switch back to 2D again at any time. This breakthrough will open more doors for 3D technology by creating a new library of content not currently available to consumers.

“LG’s 3D Game Converter directly addresses the dearth of 3D content that has prevented many users from fully embracing 3D,” said Dr. Jong-seok Park, President and CEO of LG Electronics Mobile Communications Company. “We will continue to further cement our leadership in all things 3D by developing innovative ways for users to have a really positive viewing experience with our 3D products.”

After installation, users can enjoy 2D games in 3D simply by activating 3D Game Converter application, the only requirement being that the 2D game is based on Open GL and runs in landscape mode. Users can also manually adjust 3D depth and vision settings for the best view. Changing between 3D and 2D is as simple as flicking the 3D Hot Key switch at any time.

LG plans to offer another software upgrade to enhance the Optimus 3D with new features including, but not limited to:

- 3D Video Editor for creating and editing 3D movies right on the device;
- 2D viewing of 3D videos in a single-screen mode;
- Dolby Mobile for best-in-class sound quality;
- Automatic 2D video stabilization

The 3D Game Converter can be automatically installed via WiFi by checking for software updates directly on the phone's settings menu. The update is also available by connecting the device to a PC and running the LG Mobile Support Tool Software<sup>1</sup>. Customers are advised to check their carriers' websites for dates of availability.

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#### **About LG Electronics, Inc.**

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing more than 93,000 people working in over 120 operations around the world. With 2010 global sales of KRW 55.8 trillion (USD 48.2 billion), LG comprises four business units – Home Entertainment, Mobile Communications, Home Appliance, and Air Conditioning & Energy Solutions. LG is one of the world's leading producers of flat panel TVs, mobile devices, air conditioners, washing machines and refrigerators. LG has signed a long-term agreement to become both a Global Partner and a Technology Partner of Formula 1™. As part of this top-level association, LG acquires exclusive designations and marketing rights as the official consumer electronics, mobile phone and data processor of this global sporting event. For more information, please visit [www.LGnewsroom.com](http://www.LGnewsroom.com).

#### **About LG Electronics Mobile Communications Company**

The LG Electronics Mobile Communications Company is a leading global mobile communications and information company. With its cutting-edge technology and innovative design capabilities, LG creates handsets that provide an optimized mobile experience to customers around the world. LG is pursuing convergence technology and mobile computing products, while continuing its leadership role in mobile communication with stylish designs and smart technology. For more information, please visit [www.lg.com](http://www.lg.com)

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<sup>1</sup> Automatic updating when connected by Wi-Fi. Manual approval required when connected via 3G.