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LG EXPANDS ‘KNOCK’ AS STANDARD FEATURE IN L SERIES^{II}

*Popular Feature Introduced in G2 to
Make Its Way Into Key Future LG Mobile Devices*

SEOUL, Dec. 29, 2013 — LG Electronics (LG) announced that its popular *Knock* feature (formerly known as *KnockON*) will be included as a standard feature in the company’s key mobile devices in the future while its line of L Series^{II} smartphones will receive *Knock* through a global Maintenance Release upgrade starting in January 2014.¹

Knock was first introduced in LG G2 as a convenient way to turn the smartphone on and off by tapping twice on the display since the power button was located on the back of the phone. Then *Knock* was featured in a tablet for the first time with the LG G Pad 8.3 followed by the G Flex curved smartphone which also shared the rear button design of the G2. The reaction of audiences to this new feature was so positive that a version for LG’s best-selling L Series^{II} was developed to offer the feature to as many customers as possible.

“*Knock* is distinctively an LG UX and a great example of what happens when you marry the latest in mobile technology with consumer-centric insights,” said Dr. Jong-seok Park, President and CEO of LG Electronics’ Mobile Communications Company, “No one ever thought that a power button needed to be improved until our engineers wondered why they couldn’t turn the entire screen into a power button.”

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¹Availability and specific models to receive the Knock upgrade to vary by region and operator.



About LG Electronics Mobile Communications Company

The LG Electronics Mobile Communications Company is a global leader and innovator in mobile communications. With its breakthrough technologies and innovative designs, LG continues to establish a number of benchmarks in the smartphone market, while also helping create a better lifestyle for consumers by delivering a wholly enhanced smartphone experience. As a leader in 4G Long Term Evolution (LTE) technology, LG continues its commitment to developing groundbreaking LTE technologies and fulfilling consumer demands with differentiated LTE devices of the highest quality, all of which are based on the company's wealth of LTE patents and technical knowledge. For more information, please visit www.LG.com.

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