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News Release

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SL9000

Introduction



Includes

- Introduction
- Basic Specifications
- BORDERLESS™ Design
- Premium Picture Quality
- Enhanced Audio
- Green Features
- Connectivity
- Full Specifications

Table of Contents

Introduction	3
Basic Specifications	4
BORDERLESS™ Design	
BORDERLESS™ Design	5-6
Film Lamination	7
Slim Speakers	8
Premium Picture Quality	
LED Backlight	9
Picture Wizard	10
Expert Mode	11-12
AV Modes	13
Full HD 1080p Super IPS Panel	14
Enhanced Audio	
Clear Voice II	15
Green Feature	
Smart Energy Saving Plus	16
Connectivity	
Bluetooth Technology	17
HD DivX / USB 2.0	18
HDMI 1.3 with Deep Color	19
SIMPLINK	20
Full Specifications	21-24

Introduction

- LG's SL9000 is bringing a **new standard to the television industry with BORDERLESS™ design and seamless connectivity** by blending perfect design with innovative technology.
- On this seamless LCD TV there is **no gap between the screen and the bezel**. In addition, the lamination creates a uniform color across the entire front of the TV and makes the TV look seamless, appearing to **be a continuous sheet of glass at 2.9 cm**.
- The SL9000 **LED backlight LCD TV's** picture quality is unsurpassed in smooth fast moving action, thanks to extremely high **3,000,000:1 dynamic fine contrast ratio**.
- While the SL9000 is perfect for capturing every moment on screen, it doesn't sacrifice the subtle nuances that make Full HD pictures look so great. Every detail is exceptionally sharp and vivid, thanks to the impressive **Picture Wizard**.
- Equipped with advanced wireless technologies including **Bluetooth**, SL9000 provides more freedom for user convenience. All types of image and music files can easily be transferred to the TV from any devices with Bluetooth capability. HD DivX helps any downloaded files on a PC to come alive on the big screen in the living room in stunning HD quality.
- **LG's Smart Energy Saving Plus** package reduces energy consumption while also improving picture quality. LG's **Intelligent Sensor** technology analyzes the light in a room and automatically adjusts the SL9000's settings, including precise adjustments to the backlight intensity, which lowers power consumption by up to 70%.

Basic Specification

- Screen: 47/42 inch, 16:9
- Tuner: Digital (DVB-T/DVB-C*), MHEG (UK Only)
- Sound System: SRS TruSurround and 1-way 2 speakers
- Resolution: 1920 x 1080p
- Dynamic Contrast Ratio: 3,000,000:1
- Viewing Angle: 178/178
- Brightness (cd/m²): 500
- Digital Movies: HD DivX compatibility
- Bluetooth Compatibility



BORDERLESS™ Design

- The SL9000 establishes a totally new concept for TV design, BORDERLESS™ .
- With the minimized bezel at 3.5 cm, the screen looks larger than its actual size.
- Applying identical colors to both screen and bezel also enhances the BORDERLESS™ visual effect.
- It looks great, whether on or off, thanks to its minimalist design that fits with any style of home décor.
- Minimal design is a key element of every premium home entertainment device. Thanks to slimmer components, LG accomplished the exquisite design for the SL9000, a television so elegant it blends seamlessly with its environment - a sleek, sophisticated façade that covers the entire surface of the screen, for a truly innovative look.

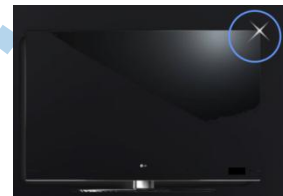


BORDERLESS™ Design

- The front of the SL9000 is a sleek, continuous surface, like a single sheet of glass. There is no gap between the screen and the narrow bezel that surrounds it.
- When the SL9000 is turned off, it is almost impossible to tell where the screen ends and the bezel begins, because they are so similar in color.
- The TV is built around a single body frame that reinforces its design concept. The SL9000 is the sleekest TV ever created with its uninterrupted screen, uninterrupted body and uninterrupted color.



No gap between screen & bezel



Identical color of screen & bezel



Just screen with almost no bezel

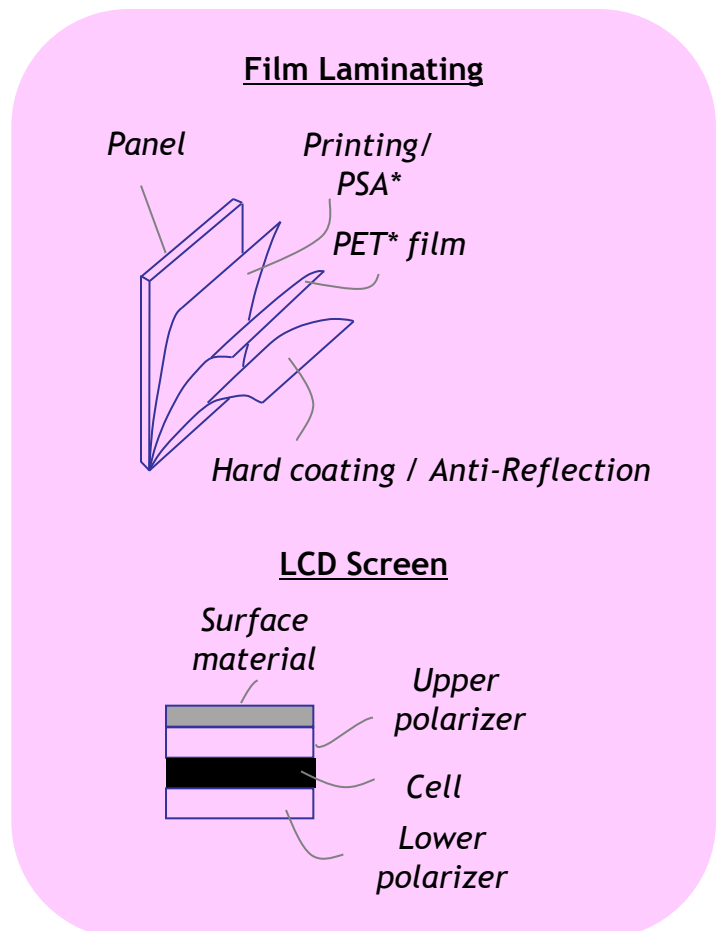


Uniform shape & finishing without separation

BORDERLESS™ TV:
New Standard of TV Design

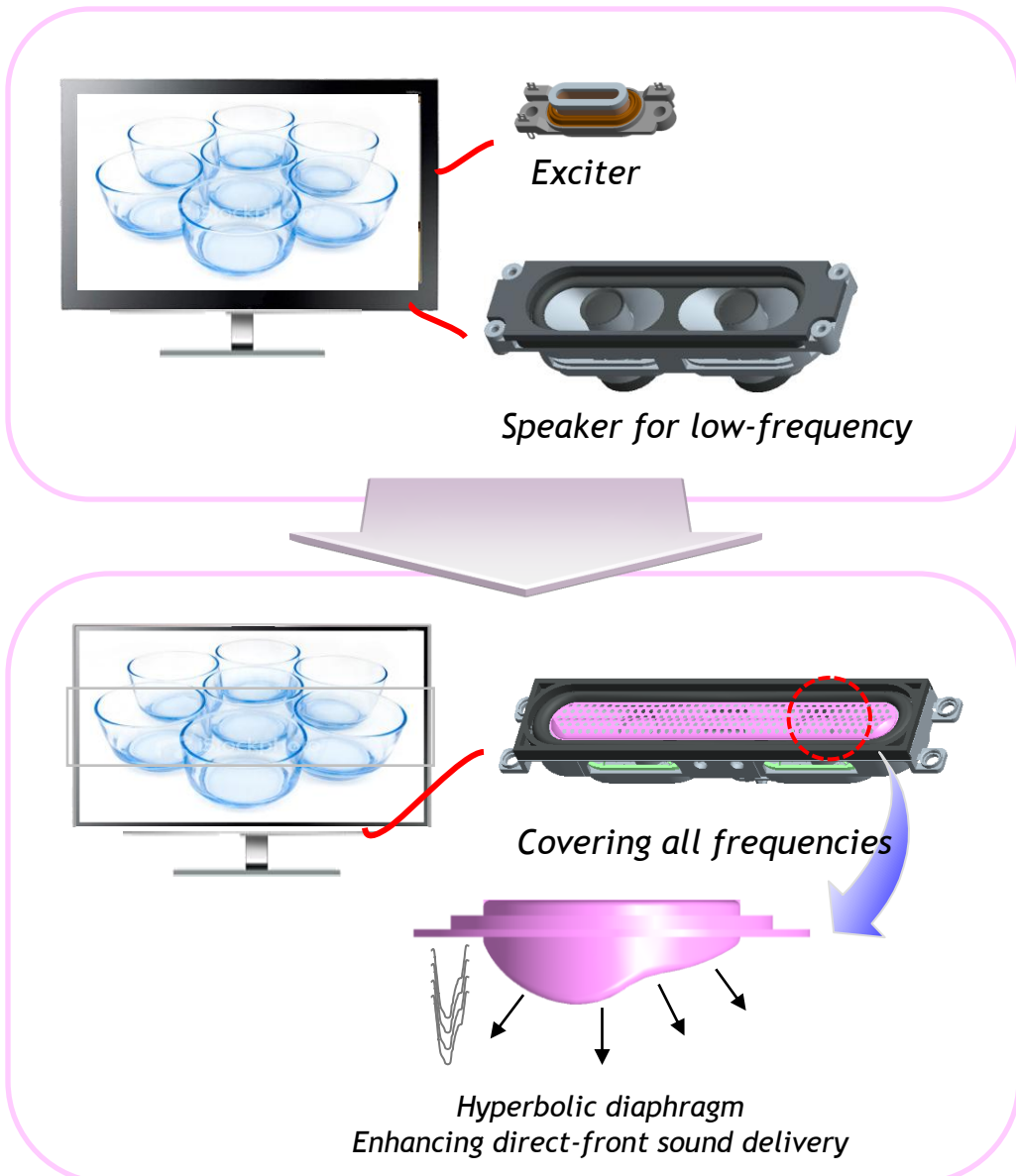
Film Lamination

- Film Lamination, similar to an advanced version of the tinting on car windows, is key to LG's unique one-piece design.
- This lamination creates a uniform color across the entire front of the TV, causing the boundary between the screen and bezel to vanish completely.
- The lamination also protects the SL9000 from scratches with its hard surface and reduces reflections with its polarizer layers. The TV looks like a sheet of glass but in terms of light reflectivity it does not act like a sheet of glass.



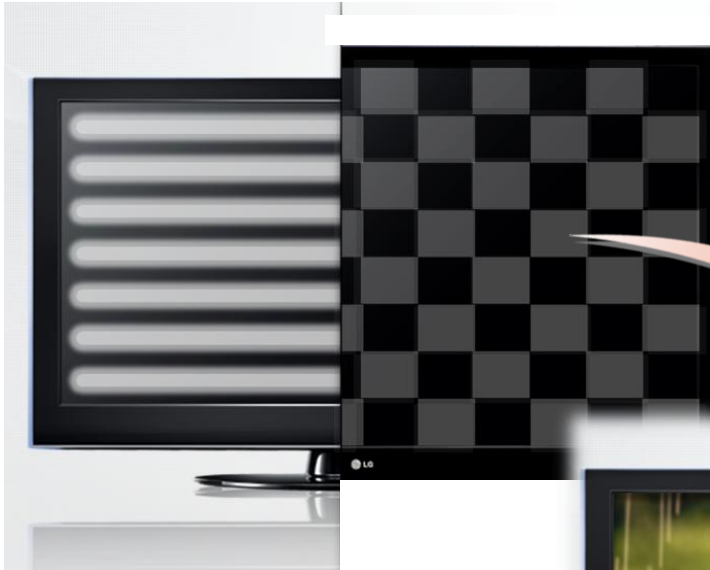
Slim Speaker

- LG's first generation invisible speaker system included exciters on the sides of the TV and low-frequency and invisible speaker modules on the bottom. The second generation **slim** speaker system incorporates all three types of speakers into a single unit hidden from view. This means the TV can be much slimmer and deliver even better sound quality.



LED Backlight

- LG's newest LCD TV, the SL9000, is an extremely slim LED-backlight TV with an amazing 3,000,000:1 contrast ratio. LG uses 248 LEDs around the TV's perimeter to provide a brighter and clearer picture.
- Compared to conventional TVs with depths of 8 cm, LG's LED backlit TV is only 2.9 cm without compromising picture quality.
- In addition, the Anti-glare Screen reduces the reflections off the TV for a better viewing experience

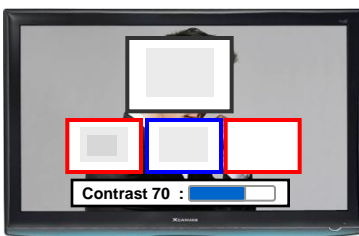


Picture Wizard

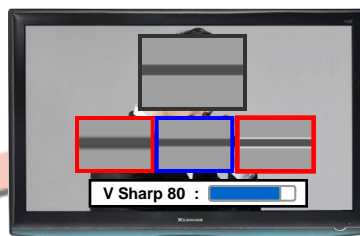
- LG's Picture Wizard provides an on-screen guide to precisely adjust the SL9000 for different rooms, lighting and programming choices.
- The Picture Wizard interface was specifically designed to make it easy for end-users to achieve professional screen calibration results.
- There is no need for expensive external picture calibration devices nor to hire a professional screen calibration expert.



Controlling contrast



Controlling V Sharpness



Controlling backlight



Setting external data (final)



Expert Mode

- SL9000's Expert Mode (Color filter: R,G,B) is capable of easily controlling color gain and hue.
- The Color Management System enables gamut matching.
- What really stands out is its 10 Point White Balance, which adjusts the TV to the perfect 2.2 gamma (gray scale), offering the most favorable image under any condition.

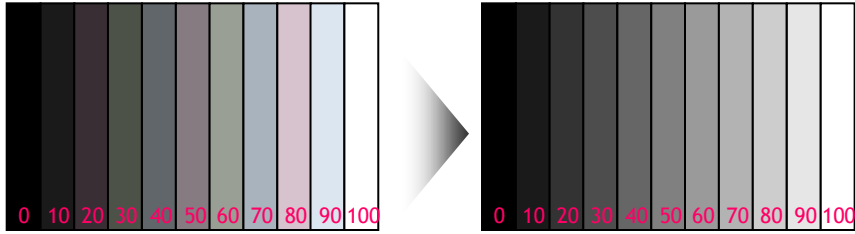
Aspect Ratio	: 4:3
Picture Mode	: Expert 1
➤ Backlight	: 20 <input type="range"/>
➤ Contrast	: 90 <input type="range"/>
➤ Brightness	: 50 <input type="range"/>
➤ H Sharpness	: 50 <input type="range"/>
➤ V Sharpness	: 50 <input type="range"/>
➤ Color	: 50 <input type="range"/>
➤ Tint	: 0 <input type="range"/>
➤ Expert Control	
➤ Reset	



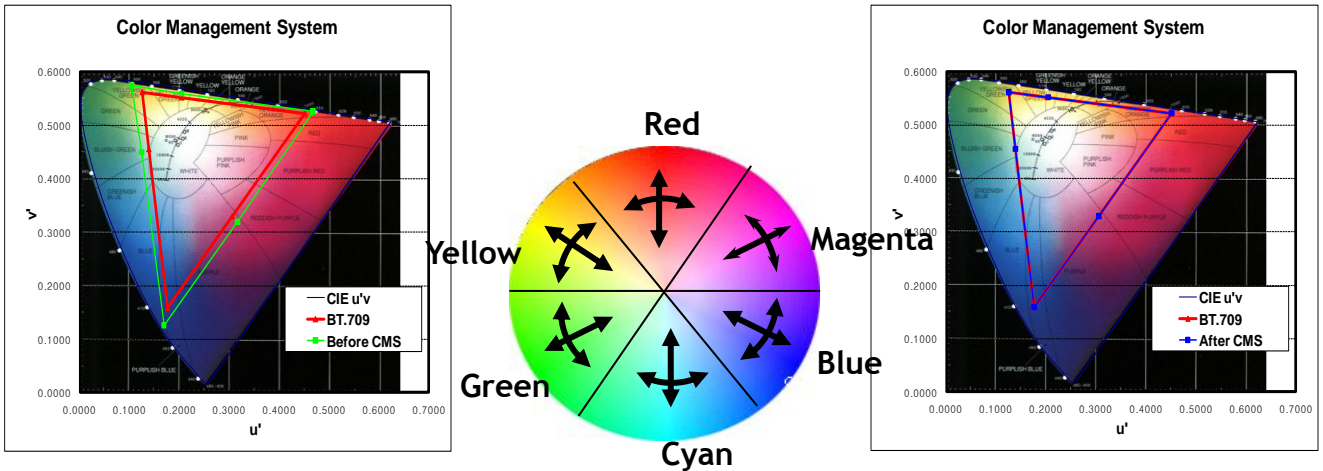
Expert Control	
Fresh contrast	off
Noise Reduction	off
Gamma	Medium
Black Level	Low/High
Real Cinema	On
TruMotion(LCD)	Low
Color Standard	SD/HD
Color Gamut	Wide/Standard
Color filter	off / on
Edge Enhancer	off / on
xvYCC	off/Pattern1,2
Expert Pattern	off / R/G/B
Color filter	off / R/G/B

Expert Mode

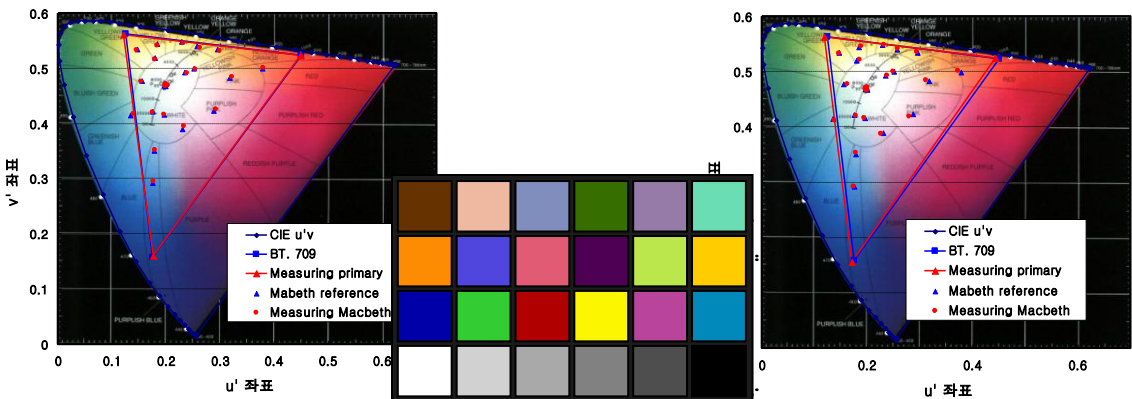
10 Points W/B



Color Management System



Macbeth Color



Average $\Delta u'v'$ 0.00293

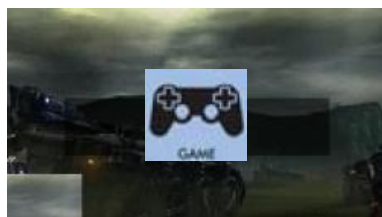
Average $\Delta u'v'$ 0.00310

AV Modes

- 3 special preset AV Modes: Cinema/Sports/Game Mode
- Provide optimized image quality and sound for each type of content
- Easily accessible using AV Mode hot key on the remote control



Cinema Mode allows you to enjoy films just as the director intended, preserving the original color expression and atmosphere. This is important because sometimes processing a film for DVD changes the original picture quality.



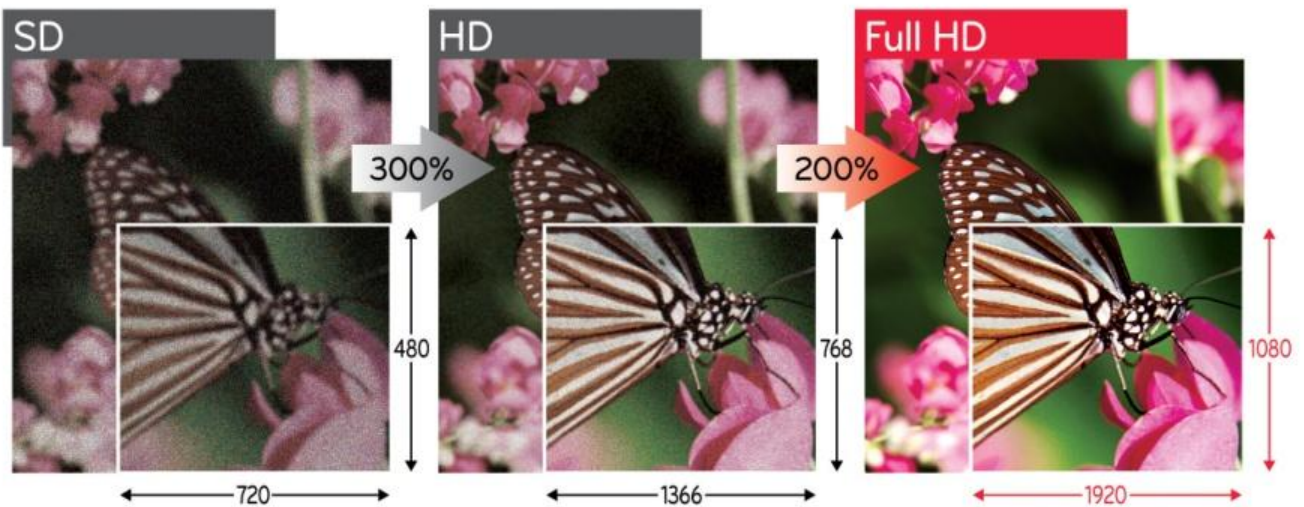
Game Mode optimizes the TV for video games, for a more dynamic gaming experience. Game Mode increases color expression in dark areas and provides a clearer image overall. This is essential for gamers who need every detail, especially when sitting close to the TV.



Sports Mode makes watching sports more exciting by emphasizing the vivid primary colors (e.g. greener grass, bluer sky, etc.) and optimizing the TV to display fast moving images with no judder or motion blur.

Full HD 1080p Super IPS Panel

- LG uses S-IPS panels that offer improved screen quality over TVs with VA panels. A wide 178° viewing angle ensures that there are no color shifts and prevents distortion from any angle.
- Full HD 1080p resolution is twice as sharp as regular HD and six times as sharp as standard definition TV.



Clear Voice II

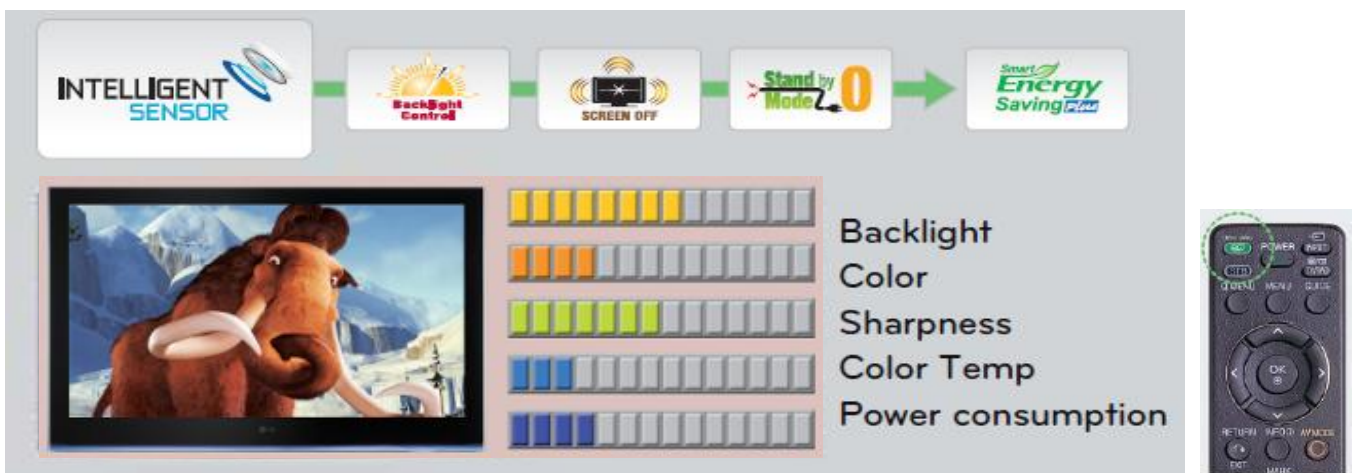
- Clear Voice II controls the SL9000's sound balance to reduce background noise and make human voices stand out.
- Improved over the previous version, Clear Voice II offers 12-level control, allowing viewers to adjust how much the voices are emphasized according to personal taste.
- Amplifies dialogue by recognizing human vocal frequency (100Hz-120Hz)
- Controls all input sources (RF/AV/Component/HDMI) as well as Stereo and Mono broadcasts

C L E A R
VOICE II



Smart Energy Saving Plus

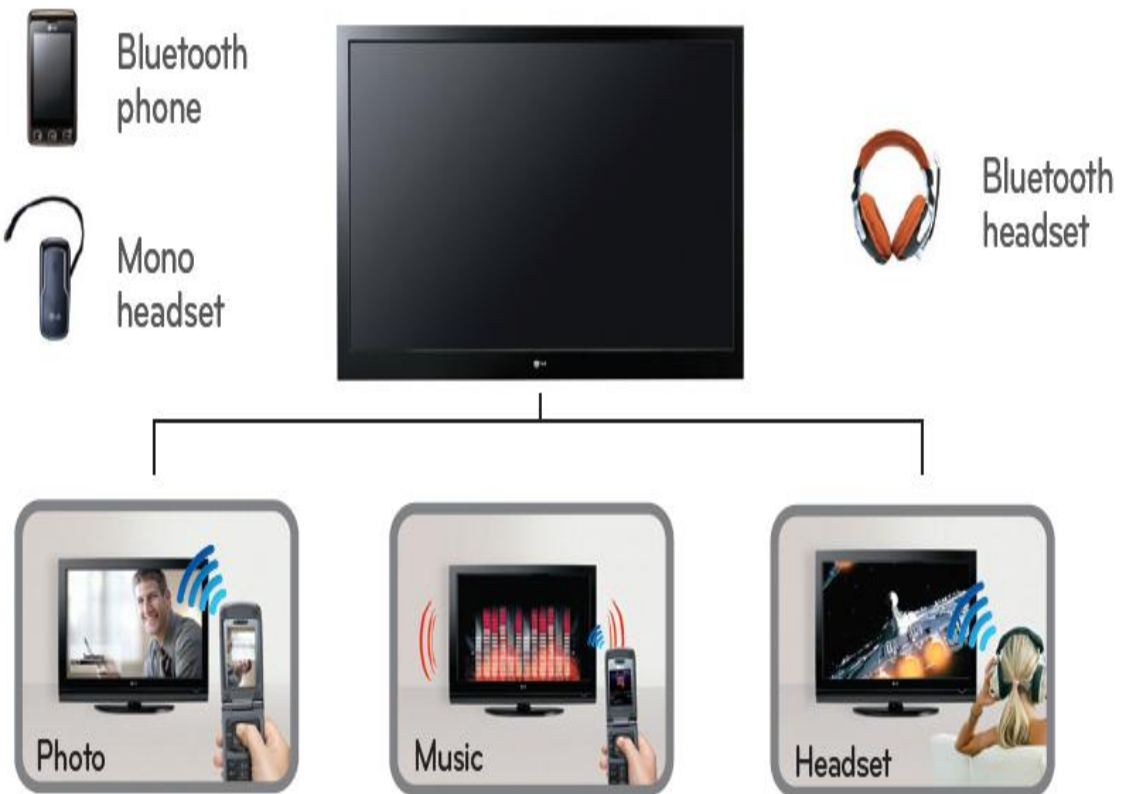
- LG recognizes that the way its TVs affect the environment is just as important as how they look, sound and perform.
- The SL9000 includes Smart Energy Saving Plus, which reduces power consumption by up to 80 percent compared to other LCD TVs.
- A core component of this feature is LG's Intelligent Sensor, which reduces power consumption by analyzing the ambient light in a room and precisely adjusting the SL9000's backlight.
- This has the added benefit of reducing eyestrain during extended viewing. The Intelligent Sensor also controls other settings like color, which means that it not only saves energy and viewers' eyes, it also enhances picture quality.



Bluetooth Technology

- With Bluetooth Technology, files (JPEG, MP3 or movies) can be transferred from Bluetooth enabled mobile phones to the SL9000 LCD TV. Movies truly come alive on the larger display and songs sound great on the invisible speakers.
- Bluetooth also makes it possible to listen to TV shows, movies and games over wireless headphones, eliminating the need for unsightly wires.

Bluetooth®



HD DivX and USB 2.0

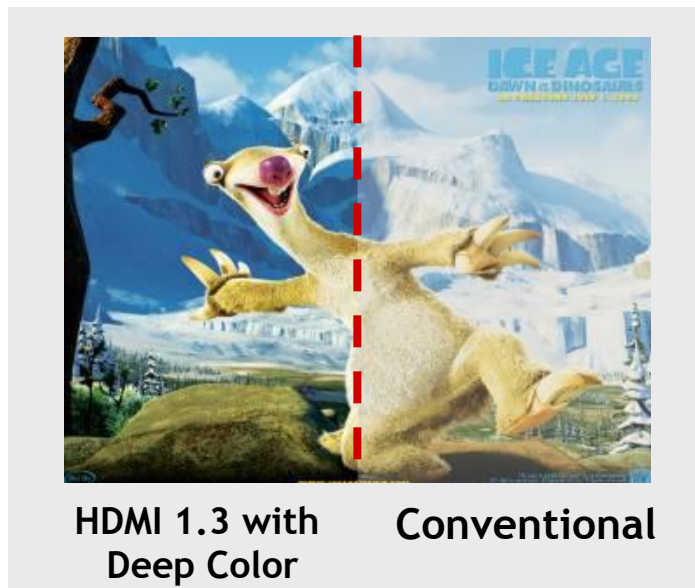
- The SL9000 comes with a USB 2.0 port that makes it easy to connect digital cameras, media players and even USB memory cards.
- USB 2.0 is much faster than older standards, providing much faster access to multimedia.
- The USB port has built-in support for the HD DivX video file format, meaning that movie downloads are no longer confined to the home computer and come alive on the big screen in the living room in stunning HD quality.
- The SL9000 can even show subtitles from separate files embedded into the movie.



HDMI 1.3 Deep Color

- The SL9000 offers HDMI 1.3 Deep Color, which supports 30-bit, 36-bit and 48-bit (RGB or YCbCr) color depths.
- This also eliminates on-screen color banding for smooth tonal transitions and subtle gradations between colors. Moreover, it can represent more shades of gray between black and white.
- The SL9000 includes a total of four HDMI ports, meaning additional high definition devices can be connected and be used to their fullest potential.

HDMI™



SIMPLINK

- LG's SL9000 can power up and control all compatible AV devices with one remote control, thanks to the SIMPLINK feature.
- It is compatible with all four HDMI ports of the TV.

SIMPLINK



Full Specifications

SL9000 (47"/42")

LCD Panel Specification	
Manufacturer	LGD
Module	FHD+100Hz+Slim
BLU Type (Backlight)	Edge LED
Resolution	1920 x 1080
Brightness (cd/m2)	500
Dynamic Contrast Ratio	3,000,000:1
Viewing Angle Degree	178/178
Colors Reproduction (R,G,B)	10Bit
NCG(Normal Color Gamut)	●
WGC(Wide Gamut Capability)	●
Polarize Type	O-RT
TruMotion	100Hz
Life span	30,000
Broadcasting System	
Analog	● (PAL I /I', PAL/SECAM BG/DK, Secam L/L', NTSC M(AV ONLY))
Digital	
ATSC	-
Satellite	-
DVB-T	● (CI Type)
-MPEG-4 AVC(H.264) Decoder	●
DVB-S	-
DVB-C	● (Finland/Sweden , 타국가는 인증시 가능)
- MHP	-
- MHEG	● (UK Only)
Country	
DTV Country to be adapted (Digital Signal Available) - 29 Countries	DTV (MPEG2/4, DVB-T+C) : 29 countries (England/Italy/Germany/France/Spain Sweden/Finland/Netherlands/ Belgium/ Luxemburg/ Greece/Denmark/Czech/ Austria /Hungary/Swiss/Croatia/Turkey Norway/Slovenia/Poland/Ukraine/Portugal/Ireland /Moroco/Latvia/Estonia/L
_ ATV Country to be adapted (Only Analog signal Available) - 7 Countries	ATV :7countries (Russia/Slovakia/Bosnia//Serbia /Bulgaria/Albania/Kazakhstan/
Video	
Aspect Ratio Correction	● 8modes (16:9/Just scan/Original/4:3/14:9/Zoom / Cinema Zoom/full wide)
Color Temperature Control	● (Cool/Medium/Warm)
Picture Status Mode (8modes)	● 9 modes (Intelligent sensor, Vivid, Standard, Natural, Cinema, Sport, Game, isf Expert1, isf Expert2)
Just Scan 0% over scan	● (HDMI/Component/RF) 1080i / 1080p / 720p
24p Real Cinema (24p 5:5/2:2 Pull down)	●
Film Mode (3:2 Pull down)	-
Eye Care (Anti Dazzling)	●
Fresh White	●



Full Specifications

SL9000 (47"/42")

Expert Mode/ ISF Ready	●
Picture Wizard	●
AV Mode (Cinema/Game/Sport)	●
xvyCC	●
DTV Signal Strength	●
Audio	
Audio Output	10W+10W
Speaker System	1Way 2 Speakers
Dolby Digital Decoder	●
Surround System	SRS Trussurond
Sound Mode	●5 modes (Standard/Music/Cinema/Sport/Game)
Clear Voice II	●
DVR	
DVR Type (Digital / Analog)	-
Time shift	-
HDD Size	-
Recording Time (HD/SD)	-
Watch & Recording	-
Timer Recording	-
Record Signal of External A/V Device	-
Record Signal of Time shifting	-
DVR Ready	
HDD Size	-
Time shift	-
Recording Time (HD/SD)	-
Watch & Recording	-
Timer Recording	-
Record Signal of External A/V Device	-
Record Signal of Time shifting	-
USB 2.0	
System Upgrade	●
Back up	-
File Type	JPEG/MP3/DivX
Feature	
XD Engine	●
Wireless	-
Media Box (AV Box)	-
Smart Energy Saving	Plus (Backlight Control+Intelligent Sensor+ Mechanical Switch off) 6 Modes (Max/Mid/Min/Auto/Off/Screen Off)
DviX	
DviX (HD/SD)	HD
Extension	(* .dat/* .mpg/* .mpeg/* .ts/* .trp/* .tp/* .vob/* .mp4/* .mkv/* .avi/* .divx)
Video Format	DivX3.11, DivX4.12, DivX5.x, DivX6, Xvid1.00, Xvide1.01, Xvid1.02, Xvid1.03, Xvid 1.10-beta-1/beta-2, Mpeg-1, Mpeg-2, Mpeg-4, H.264, AVC
Audio Format	AC3(Dolby Digital), EAC3, AAC, Mpeg, MP3, PCM
Subtitle Format	smi/* .srt/* .sub(MicroDVD, SubViewer1.0/2.0)/* .ass/* .ssa/* .txt(TMPlayer)/* .psb(PowerDivx)

Full Specifications

SL9000 (47"/42")

Intelligent Sensor	●
Bluetooth	● (Mobile Photo Transmission Wireless Headset)
EPG(SI)	● (8 Days)
1080P Source Input	HDMI 60p/50p/30p/24p / Component 60p/50p
AV Input Navigation	●
Input Labeling	● (VCR/DVD/Set Top Box/Satellite/Cable Box/Game/PC/HD-DVD/Blu-ray)
SIMPLINK (HDMI-CEC)	●
Parental Control	●
Key Lock	●
Subtitle	●
Q.View	●
Store Demo	● (E-streamer/Trumotion Demo)
e-manual	●
Ecological Trade Mark	Energy Saving (UK), Energy Star (Pan EU)
Mechanical Switch off	●
ACAP	-
Teletext	
Pages	1000p
TOP(Table Of Page) / Flof	●/●
EZ OSD (Menu System)	
Language	31 (English/Germany/Denmark/Spain/France/Italy/Greece/Netherlands/Norway/Sweden/Finland/Portugal/Hungary/Poland/Rumania/Croatia/Slovenia/Czech/Serbia/Bulgaria/Russia/Turky/Slovakia/Albania/Bosnia/Macedonia/Ukraine/Kazakstan/Estonia/Latvia/Lithuania)
Quick Menu (Round Type- 8 menus selectable)	Aspect Ratio/Clear voice Picture mode/Sound mode/Audio Sleep Timer/Program Edit/ Add/USB Eject
UI	Alvin UI
Channel	
Auto Programming	●
Channel Add/Del (PROGRAMME ADD/DEL)	●
Channel Labels	●
Favorite Channel	●
Time/Clock	
Clock	●
On/ Off Time	●
Sleep Timer	●
Auto Off (When No Video Is Present For x Minutes) / Auto Sleep	●
CI Slot	1
Jack Pack	
Set Side	
Headphone Out	-
AV In	-
S-Video In	-
RGB In (D-sub 15pin)	-
PC Audio Input	-
HDMI In	1
USB (2.0)	1

Full Specifications

SL9000 (47"/42")

Set Rear	
RF In	1
AV In	-
AV Out	-
S-Video In	-
Full Scart	1(TV out)
Half Scart	1(MNT/DTV Out)
Component in (Y,Pb,Pr) + Audio	1(480i/480p/576i/576p/720p/1080i/1080p) - 1080p : 60p/50p
Digital Audio Out (Coaxial/ Optical)	1(Optical)
Variable Audio Out (Amp 3W)	-
HDMI/HDCP Input	Ver. 1.3 3 (480p/576p/720p/1080i/1080p) - 1 Port PC Mode
USB 2.0	-
RGB In (D-sub 15pin) - PC	1
PC Audio Input	1
RS-232C (Control / SVC)	1(For Service & Control)
CI Slot	-
Headphone Out	1
LAN Port	-
Accessory	
Wall-mounting Bracket Model Name	AW-32LG30MS
VESA Compatible	●
Remote	2009: New J -Remote, 2009: Simple2-con
-Part number	New J-con (MKJ61841804), Simple-con (TBD)
Power	
Voltage, Hz	100-240Vac 50-60Hz
Cabinet Description	
Tool name (varification tool)	SL90
Front Cabinet Style	Glass
Rear Cabinet Style	Metal
Speaker	Invisible Speaker
Cabinet Piece	1Piece
Stand Style / Color / Glare	(SL9000) Square Glass / Black / Glare (SL9500) -(Stand Variation)
Swivel (angle)	●
Tilt (°)	●
RoHS	●
UL Standard	●
Local Key Type	Tact
Power Indicator (Moving LED)	●
Soft touch (Power)	-
Dimension	
Weight (Kg)	24 / 20.1
1) SET (w/o stand)	
2) Included stand	28.5 / 24.6
3) Packing	35.5 / 31.6
WxHxD (mm)	
1) SET (w/o stand)	42" 1009.2*629.7*29.3 / 47" 1119.6*691.3*29.3
2) Included stand	42" 1009.2*694.5*286.5 / 47" 1119.6*757.1*286.5
3) Packing	42" 1085*770*228 / 47" 1195*860*253