



LG pioneers digital light processing technology for best ever TV viewing quality

LG Electronics is revolutionising the way Australians experience television with the launch of its 44" DLP (Digital Light Processing) rear projection television - the first and only TV of its kind in Australia.

LG Electronics' rear projection TV provides Australian consumers with image clarity and brilliance never before available in a rear projection TV by taking advantage of the latest in visual technology.

The DLP technology utilised in LG's rear projection TV uses an optical semiconductor to manipulate light digitally. DLP technology is the digital display solution that enables televisions to project an all-digital image onto the screen in front of you.

At the heart of LG's DLP rear projection TV is a Digital Micromirror Device, or DMD chip: a complex thumb-sized micro-chip containing hundreds of thousands of mirrors which reflect and project an image onto the screen. This technology provides an image that comes closer than any other display solution at reproducing the exact mirror image of its source material, which guarantees a crystal clear viewing experience and true to life colour.

The microscopic mirrors on the DMD chip are spaced less than one micron apart, minimising gaps between pixels in the projected image. In addition, the micro-mirrors use light more efficiently than other technologies, bringing more light from lamp to screen creating a visually stunning image on your screen.

LG's 44" DLP rear projection television is designed in widescreen format (16:9) featuring a super slim design, and an exceptionally high contrast ratio (800:1).

The images projected by the DMD chip are reflective, eliminating the 'screen burn' issues and images are displayed with no convergence or magnetic image interference. The fast response of LG's DLP rear projection TV creates an even sharper image by eliminating screen 'ghosting'.

Model RT-44SZ21RB - RRP \$7499

For more stockist or product information, readers should see LG Australia's website (www.lge.com.au).

About LG Electronics Australia

The LG brand was launched in Australia in 1997. An innovative product range, backed up with an extensive marketing campaign has led to strong sales growth. With annual sales in 2001 over \$AUD500 million, LG Electronics currently has branch offices in New South Wales, Victoria, Queensland, South Australia and Western Australia, employing over 150 staff.

LG Electronics Australia is a proud sponsor of the LG Cronulla Sharks (NRL). LG also sponsors the Wesley Mission's Lifeforce program.