

# LGE Unveils World's Largest 55-inch All-in-one LCD TV

September 6 2004

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[LG Electronics](#) held an unveiling ceremony of the world's largest 55-inch all-in-one [LCD](#) TV at its Youido Twin Towers on September 6th. Attending the event were Display & Media Company President N. K. Woo, CTO W. H. Paik, and other ranking officials.

The market has seen PDP TVs with sizes of up to 60 inches commercialized, while for LCD TVs, customer needs for their high-definition and large screen have been growing. The LCD TV industry has been staging a fierce competition for a larger LCD TV, and an LCD TV over 50 inches has not been introduced until now.

The 55-inch LCD TV released by LG Electronics is the world's largest, and unlike the industry's existing largest 46-inch LCD TV, it is equipped

with a set-top box designed to receive digital broadcasts. This boosts its significance.

The set-top box-equipped 55-inch LCD TV, which is loaded with LG Electronics' own-developed XD Engine, is capable of treating digital signals perfectly, and has improved brightness and contrast ratio remarkably, compared to existing ones, by resolving problems from a difference in signal strength the transmission process..

This model adopts the S-IPS module featuring the world's largest 176-degree optical viewing angle vertically and horizontally, overcoming existing LCD TV shortcomings and providing an excellent high-definition image from any viewing location. It is perfect for all-family viewing, unlike personal LCD TVs.

It features more input/output terminals such as for a monitor and a digital TV, providing broader interfaces. It likewise features AVL (Automatic Volume Level) and SRS TruSurround, providing a live and real- scene sound.

In particular, the new LCD TV adopts a 1920×1080 (1080p) resolution, featuring over twice the full high-definition of existing digital TVs.

On the other hand, N. K. Woo, President of Display & Media Company of LG Electronics, unveiled the company's strategy in the display and multimedia area during the event as follows:

“Through the occasion of unveiling the world's largest 55-inch all-in-one LCD TV, we will step up our brand marketing efforts and promote our technological superiority in the global LCD TV market with a size of 9 million sets estimated for this year. We will likewise establish our position in the FPD area.”

He added, “We will concentrate our business capability on LCD TVs and PDP TVs. We will strategically link this to our home audio-video, car infotainment, and mobile businesses to foster them, and thus we will achieve the aim of ranking among top three global makers in display and multimedia devices by 2007.”

Also, LG Electronics will use core competitiveness in its digital TV-related categories such as core chipsets, display parts, and software, as well as source technology related to digital TV transmission, to aggressively make inroads into the rapidly-growing FPD market. Thus, the global electronics giant envisions reaching the global top spot in LCD TV by 2008, and in PDP TV by 2007, respectively.

On the other hand, to explore overseas markets positively, LG Electronics last year established digital TV production lines in three overseas hubs such as Mexico for North America, Poland for Europe, and Shenyang for China. It is thus set to drive a region-friendly marketing campaign.

During the unveiling ceremony, LG Electronics showcased a full lineup covering not only 42-inch and 37-inch all-in-one LCD TVs with a world’s largest contrast ratio of 1,200:1 twice that of existing LCD TVs, but also other LCD TVs with the sizes of 32, 30, 26, 23, 17, 20, and 15 inches.

In addition, in celebration of the world’s largest 55-inch all-in-one LCD TV marketed starting September 6th, LG Electronics will provide its buyers a DVD player-combined LCD TV as a gift, and hold customer experience and other various promotional events for the 30-inch and 37-inch all-in-one LCD TVs.

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