

LG aims to secure 25 percent of world 3D TV market

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President and Chief Technology Officer of LG Electronics, Dr. Woo Paik, speaks about 3D at a press event at the 2010 International Consumer Electronics Show at the Venetian, in January 2010, in Las Vegas, Nevada. LG Electronics said on Thursday it aims to secure a 25 percent share this year of the world's fast-growing 3D television market.

South Korea's LG Electronics said Thursday it aims to secure a 25 percent share this year of the world's fast-growing 3D television market.

The company announced its target after unveiling what it called the world's first full LED ([light emitting diode](#)) 3D [flat panel television](#).

LG, the world's second-largest liquid crystal display TV maker by sales, also said it is targeting a 15 percent share of the global LCD TV market this year, up from around 12 percent last year.

"With an increased number of customers experiencing 3D technology and fast-rising 3D content, such as movies, sports and education as well as 3D-related devices, demand for such TVs is expected to grow rapidly (this year)," Havis Kwon, head of the firm's LCD TV division, told a news conference.

LG will increasingly bet on [3D TV](#) as it sees more growth potential in the segment, he said. It estimates that global demand for such TVs will reach 13 million sets next year and 83 million by 2014.

The firm said its new LED model would help the company in the 3D market.

Available in 47- and 55-inch versions, the LX9500 model uses an innovative backlight structure to deliver "spectacular pictures for the ultimate 3D experience", it said in a statement.

The new product also uses special glasses that are comfortable enough for viewers to wear for an extended period, LG said.

-- Dow Jones Newswires contributed to this report. --

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