

LG Showcases World's Highest 30,000:1 Contrast Ratio Plasma Panels

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LG Electronics, a major player in the global flat panel display market, will unveil its new "G Platform" plasma TV panels with upgraded picture quality at FPD International 2007, the flat panel display exhibition held in Yokohama, Japan, from October 24–26.

LG's new HD and Full HD plasma TV panels feature a 30,000:1 contrast ratio, which is twice the highest current existing ratio of 15,000:1. G Platform panels are capable of reproducing exceptionally true colors across the entire spectrum, including even deep blacks with a 20 percent reduced reflection rate. In contrast to existing black panels, which are able to improve colors on the screen only by using clear black-colored

panels, LG has improved color reproduction by optimizing the panels' color phosphors and utilizing dielectrics.

“Our G Platform panel delivers top image quality at an economical price using LG’s advanced technology,” said Christopher Kim, vice president and head of PDP Module Marketing Team, LG Electronics, “Special image processing technology doubles the standard 50 Hz refresh rate to 100 Hz, eliminating annoying motion blur or flicker. These panels will deliver the clearest picture with the least noise to viewers in PAL markets across Europe, Asia, the Middle East and Africa.”

LG worked to ensure that TVs made with these panels are ergonomically-conscious products that maximize eye comfort. The G Platform helps avoid eyestrain and viewing fatigue by eliminating contour noise and optimizing brightness and contrast ratio in the actual viewing environment. These panels are also the industry’s quietest, ensuring viewers can hear even the most softly whispered dialogue while watching their favorite movies. G Platform panels will be available in LG’s plasma TVs beginning in the 4th quarter, 2007.

The panels come out in 32-, 42- and 50-inch HD models as well as 50- and 60-inch full HD models. All of these HD models as well as the 50-inch full HD model include industry-leading single scan technology. All of the panels also feature a 100 Hz refresh rate.

LG also boasts the industry’s widest and most complete portfolio of plasma panels, ranging in size from 32 to 102 inches.

Source: LG

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