

# LG Electronics LCD monitors sweep top design awards

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LG Electronics announced its line-up of premium LCD monitors that swept world-class design awards, namely, Reddot Design Awards 2005 and iF Material Design Awards 2005. CNN and CBS introduced LG's premium LCD monitors and praised their design excellence.

The slimmest monitor 'LX80 series' grabbed the Reddot Design Award 2005, one of Europe's two most prestigious design awards with the IF Design Awards. Launched in 1955, the Reddot Design Award goes to products with outstanding designs. The award-winning products are able to feature the Red Dot accreditation mark, and are recognized worldwide for their design excellence. The LX80 series also received great appraisals at the CES 2005 held in Las Vegas which led to appearances on CNN HEADLINE News and CBS News as an innovative product.

At the same time, the beautifully crafted 'LX40 series' received the 51st 'iF Material Design Award' from the International Forum Design (iF), a Germany-based world's authoritative industrial design association, for commitment to design and technical excellence. LX40 series show its excellence with design, and its environment-

friendly and customer-friendly factors which include no lead and anion generation.

In addition, the innovative arched back design of the LX40 series, which can be compared to a human bodyline, has won the highest praise from the world design industry such as the world famous Italian designer Giorgetto Giugiaro, who is well-known for his car art design including Volkswagen Golf, BMW Nazca, appraised LG Electronics' LX40 series as follows: "This is not a design. It's a poem."

LG Electronics, which took the second place in the global monitor market with a 15% market share last year, is poised to further reinforce its global leadership in the monitor area centering on its FLATRON monitors, and expects to continuously boost its state-of-the-art digital image by launching the innovative picture-enhancement f-Engine technology brand.

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