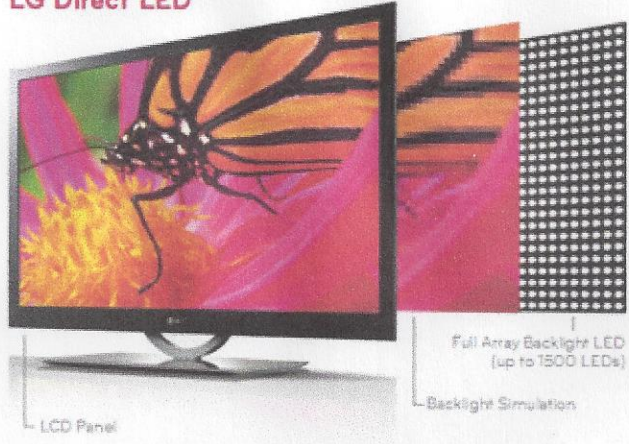


### LG Direct LED



### Competitor Edge LED



### What is a backlit LED TV?

Today, rear-projection TVs typically use bulbs to illuminate their screens, which dim over time and need to be replaced. LCD TVs usually use cold compact cathode fluorescent lamps (CCFL), which limit color rendition. LEDs on the other hand, provide a wider range of colors, do not need to be replaced and use less power.

LG's full array backlighting employs local dimming technology for detailed control of the LED backlights based on the picture on the screen. This local dimming capability divides the LEDs into independent areas which are automatically dimmed or brightened corresponding to the brightness of individual sections of the image, which is not possible with "edge" type LED sets. The result is an incredible dynamic contrast ratio measured in millions to 1, amazing clarity, more natural color representation and color detail, faster response time for smoother, more natural picture motion as well as a more energy efficient set. LED backlighting pushes picture quality to our best levels yet.

### Direct LED vs. Edge LED

While edge-lit LED HDTVs use up to 400 LEDs that edge light the TV screen, LG uses up to 1500 LEDs in its backlighting array. The end result is richer colors and black levels so deep that they achieve THX® display certification.