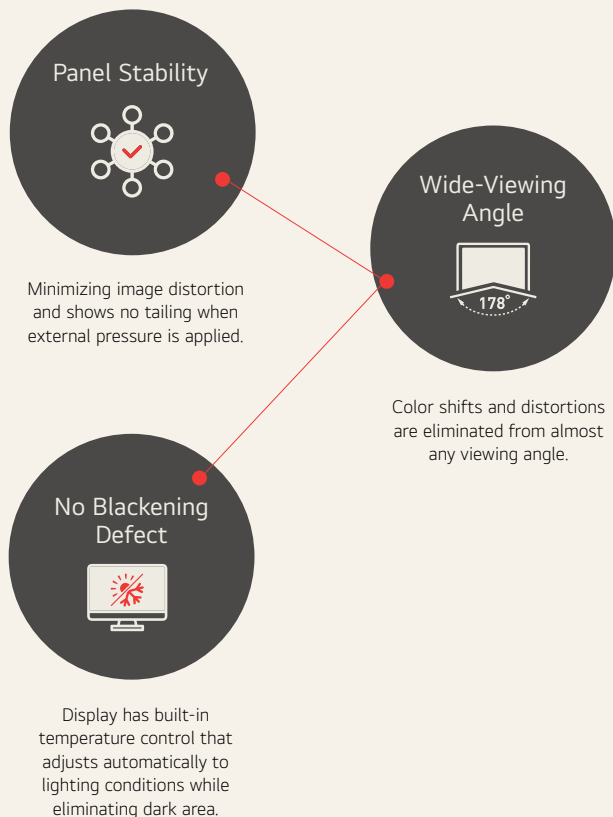
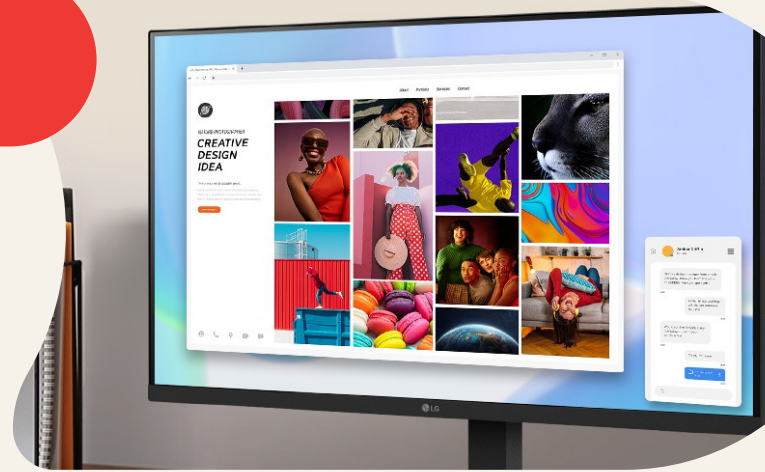


Incredible In-Plane Switching: LG's IPS Technology



LG IPS Sets the Standard for Display Excellence

LG's IPS technology precisely showcases the quality and color of an image at a 178° ultra-wide viewing angle. As a result, there is no color fall-off nor any diversion in contrast ratio at wide angles. Regardless of settings, like bright sunlight or the most difficult lighting environments, these displays are built to replicate and maintain the ultimate color, ensuring lifelike images.



What Sets Us Apart

- **Amazing Picture Quality** – LG's IPS technology is built off of the horizontal alignment of liquid crystal molecules to provide crystal-clear viewing angles.
- **Rapid Response Time** – Response time refers to grey-to-grey transition times and is measured in milliseconds. Non-IPS displays have a slow response time, which leaves trailing pixels behind as an object moves across the screen.
- **Energy Efficient** – LG IPS technology has a high transmittance, which provides high resolution at a lower power consumption.

The Unlimited Value of IPS

LG's innovative IPS displays bring unsurpassed value because they...

- Enhance Customer Engagement
- Boost Impulse Buying
- Broadcasts Easily Retained and Remembered Content



Where It Works

- **Retail** – Showcase eye-catching promotions and advertisements that will get shopper-attention before they are in front of the display.
- **Transportation** – Travelers and passersby can read an entire message while keeping pace toward their destination.
- **Healthcare** – Give patients a comfortable environment with a display that can be viewed at wide angles.
- **Corporate** – Collaboration has never been easier, thanks to LG IPS monitors that show a clear image from almost all angles.
- **Hospitality** – Whether in bed or sitting at a desk, guests will always appreciate watching clear images from almost all angles.