

3D TV. TIME TO CHECK IT OUT!

How does the LG CINEMA 3D fare against the competition? Check out the comparison chart and see clearly why only one 3D TV delivers exactly what you are looking for.

Flicker-free?

Conventional 3D TV glasses flicker continuously, causing viewing discomfort.

Battery-free?

Conventional 3D TV glasses are battery-powered and require regular recharging.

Light and comfortable glasses?

Conventional 3D TV glasses are not only oversized, but heavy and awkward to wear.

Reasonably-priced extra glasses?

Conventional 3D TV glasses are overpriced. For a big family, the cost really adds up.

Brighter screen?

Conventional 3D TV produces a dimmer image for a less satisfying viewing experience.

Flexible viewing angle?

Conventional 3D TV is influenced by viewing angle. Which means that a single head tilt can ruin image quality.

The Next Generation 3D TV?

CONVENTIONAL 3D	LG CINEMA 3D
<u>NO</u>	<u>YES</u>

LG CINEMA 3D TV. THE DIFFERENCE IS OBVIOUS.

Introducing the brighter, lighter, more comfortable, battery-free, and certified flicker-free LG CINEMA 3D TV. It's time to welcome the next generation 3D TV to your living room. So check it out for yourself. After all, seeing is believing.



LG NEWS

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What is Corporate Branding?



Written by Mary J. Hatch and Majken Schultz, translated into Korean by Changhoon Chung, Vice President, Brand Management, LG Corp.

I was pleasantly shocked when I came across this book in late 2008, mainly for two reasons. First, I had never seen a book entirely dedicated to Corporate Branding, a strategic management tool that most people find illusive or arcane both in concept and practice. What a joy it was to finally find an academic reference to corporate brand management! Second, I was delighted to find out that the branding model(VCI Alignment Model) that the authors introduce in this book looked strikingly similar to the framework and approaches we used when we revitalized our brand identity strategy in 2007. I felt very relieved, and this feeling of reassurance that we got our branding strategy right, led me to use some parts of this book in my brand presentations and lectures. I soon decided to translate the entire book into Korean hoping that more people could benefit from this very insightful book. The Korean edition of this book was published last May by Business Books in Seoul.

The authors, Mary J. Hatch and Majken Schultz, wrote this book based on their many years of research, and points out that a corporate brand is one of the most important strategic assets in the corporate portfolio. They say that companies that manage their corporate brands effectively gain advantage in the highly competitive global marketplace.

They show how only the corporate brand can integrate all the company's staff functions and provide a vision for competition and globalization. Their research revealed that whenever they encountered a successful corporate brand, standing behind that brand was a strong coherence between what the company's top managers want to accomplish in the future(their strategic vision), what has always been known or believed by company employees(lodged in its culture), and what its external stakeholders expect or desire from the company(their image of it). The basic principle of the Vision-Culture-Image(VCI) Alignment Model-that the greater the coherence of vision, culture, and images, the stringer the brand-is the central message of this book.

This book is a "must-read" for all product, brand, marketing, marcom managers, business unit heads and CEOs within LG. I highly recommend this book to all other LG employees who are interested in transforming their respective organizations, aligning our LG brand with our unique organizational values. This is a very worthwhile book.

Changhoon Chung | Vice President |
 : Brand Management, LG Corp.