



FOR IMMEDIATE RELEASE

**LG ‘SAFE BLUE TECHNOLOGY’ LED LIGHTING TECHNOLOGY
HELPS REDUCE LIGHT SENSITIVITY, EYE STRAIN**

*Unveiled at LIGHTFAIR, Blue Light Reducing Technology
Exemplifies LG’s Leadership in Advanced Lighting Category*

CHICAGO, May 8, 2018 – LG Electronics USA is introducing energy-efficient LED lighting troffers with new LG “Safe Blue” technology, a first-of-its-kind innovation designed to help reduce light sensitivity, eye strain and fatigue.

Demonstrated this week at 2018 LIGHTFAIR International industry trade show (Booth #1131), this new technology reduces the amount of blue light wavelengths that are common in conventional LED and standard lighting options. This cutting-edge solution can help improve occupant comfort in various commercial settings such as schools, hospitals and office buildings.

James Bailey, head of LG’s U.S. LED lighting business, said, “Our newly designed troffers with Safe Blue technology demonstrate LG’s industry leadership in providing the most innovative LED lighting technology on the market. Through this technology, we are helping our customers achieve a more comfortable environment along with seamless control throughout their facilities for a more efficient and convenient installation and management.”

LG also makes connectivity easier than ever thanks to our integral ZigBee® wireless capability, Bailey explained. The troffers with Safe Blue technology can also be programmed to customizable light levels, allowing for increased energy savings and to set the ideal light levels.

Installers can use LG’s mobile application, available for use on Android devices, to group, dim, schedule and manage features with the touch of a button, allowing rapid payback with energy



savings from daylight harvesting, light-level optimization, and automatic occupancy or vacancy modes with this cutting-edge lighting solution.

Visitors to LG Electronics' booth #1131 at LIGHTFAIR International will be able to experience first-hand LG's LED fixture technologies and live product demonstrations. For more information about LG's complete U.S. lighting portfolio, please visit www.LGLightingUS.com.

#

About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$55 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics sells a range of stylish and innovative home appliances, home entertainment products, mobile phones, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG's "Life's Good" marketing theme. LG is a 2018 ENERGY STAR® Partner of the Year-Sustained Excellence. For more news and information on LG Electronics, please visit www.LG.com.

Media Contacts:

LG Electronics USA

Kimberly Regillio
847 941 8184
kim.regillio@lge.com

Daniel Giametta
914 262 2271
daniel.giametta@lg-one.com