LG Announces Major Plans for Its 3D TV Division by Barry Knightly

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Earlier this month, LG Electronics (LG) held a press conference in Las Vegas whereby they announced their medium and long-term strategies for their TV business.

The emphasis was on strengthening their already strong position in the global 3D TV market by launching a wider variety of 3D TVs with the addition of enhanced Smart TV ecosystems.

Havis Kwon, President and CEO at LG Home Entertainment Company, who made the announcement in the new year, said: â€œAlong with the rapid increase in Smart TV-equipped 3D TVs, competition is also expected to be intense over next generation displays, including OLED TVs and UD TVs,â€•

In order to rank No. 1 in the global 3D TV market, LG will expand its large-screen CINEMA 3D Smart TV line-up, release more lightweight 3D glasses and enhance the availability of 3D content.

â€œLG is planning to strengthen the â€˜3D=LGâ€™ image by ranking No. 1 in the global 3D TV market. L also lead the Smart TV industry by continuously enhancing its own Smart TV platform, NetCast. Meanwhile, in order to establish a strong foundation to position LG as the global No. 1 TV manufacturer, LG will continue to upgrade multiple types of TVs, including LCD TVs, as well as next generation display products, such as OLED TVs and UD TVs.â€•

Overall, approximately 70 percent of new TVs from LG will be 3D-capable. The quantity of 3D TV models will be expanded and the Smart TV function will be included in each TV set as a basic feature.

Moreover, LG will pursue synergistic efforts with LG affiliates, such as LG Display and LG Chemical amongst others, to continue on the road of groundbreaking developments in 3D technology.

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Barry Knightly - About Author:
Barry Knightly is a fan of a 3D TV.

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