



TAKE IT TO THE EDGE

A graphic element consisting of a red and blue L-shaped line is located in the upper right quadrant of the page. The red line forms the vertical part of the 'L', and the blue line forms the horizontal part. The text 'TAKE IT TO THE EDGE' is centered within the corner of this graphic.

TAKE IT TO THE EDGE

CRACKING IMAGINATION OF DESIGN

Just like human being, TV has dreams and those dreams become true one by one.

A dream of design to realize the most advanced technology in the most beautiful style,
a dream of design to make everyone's heart beat as if appreciating a masterpiece of art,
a dream of design to brighten the space and yourself by just existing there...

In 2008, those dreams are finally realized in a single TV.

A TV everyone has dreamed of but never existed - TAKE IT TO THE EDGE!


TAKE IT TO THE EDGE

THE FUTURE DESIGN



BEST OF INNOVATIONS AWARD, THE INTERNATIONAL CES 2008 | LG's technology has been recognized once again with its 13 Innovation Awards at CES (Consumer Electronic Show) 2008, world's most renowned IT and digital consumer electronic show, in Las Vegas, January 2008. Especially, TAKE IT TO THE EDGE, a revolutionary TV devel-

oped by the world best technology of LG, has won the Best of Innovations 2008 Award and reconfirmed its unrivaled quality and reputation. With its technology that shows future TV and design introducing future sensitivity in advance, TAKE IT TO THE EDGE, LG's premium class TV, is now here to ascertain your pride.



Adoption of Single Layer makes this TV look like a single panel of glass -
TAKE IT TO THE EDGE!
When turned on, it shows extremely clean image extended to the edge of
the screen, and when turned off, its touching design of sleek curve and
dynamic silhouette will shine.



TAKE IT TO THE EDGE

ALL THE WAY TO THE EDGE

Since neither your emotion nor true beauty can be framed... Removing the existing TV frame and with its simple and elegant design, LG introduces new era of TV that will help you concentrate on the screen.

CUTTING-EDGE TECHNOLOGY

Frameless TV means not only exceptional design but also technical innovation. The secret of ultra thin TV lies in the Single Layer technology introduced for the first time by LG in 2008.

TAKE YOU BEYOND THE LIMIT

TAKE IT TO THE EDGE is our principle that can make new things newer and advanced ones more advanced. It is quite like the sportsmanship to overstep the limit, and also expresses your spirit of challenge.

TAKE IT TO THE EDGE

HIGH
TECHNOLOGY

A LOVER
• Single Layer

A SNIPER
• Invisible Speaker

A DIRECTOR
• THX

AN INNOVATOR
• ISFccc Calibration Ready

A COORDINATOR
• AV Mode

A LOVER

+ **JUST A LITTLE SPACE IN YOUR HEART IS ALL IT NEEDS**



For the first time in the 100 years of TV history, a true love story between you and your TV is about to begin. TV that adopts Single Layer technology for the first time in the world with its design as simple as a single sheet of glass, TV that enables you to concentrate on the screen by eliminating its stifling frame, TV that harmonizes with your sensuous and trend-leading space, and TV that expands your impression to the edge of its screen, it's TAKE IT TO THE EDGE. TAKE IT TO THE EDGE needs no more space than just a little space in your heart.

A SNIPER

+ **THOUGH THE SPEAKERS MAY NOT BE SEEN, THE SOUND WILL OVERWHELM YOU.**



There's more than meets the eye. Some things are more beautiful when they are not revealed.

The same applies to the design of TV speakers. TAKE IT TO THE EDGE guarantees first class audio quality personally tuned by Mr. Mark Levinson, world renowned as an audio authority. Breaking through the fixed idea that speaker grills must be exposed, TAKE IT TO THE EDGE provides Full Sweet Spot and realistic sound equal to that of theaters with its Invisible Speakers. As if there is an imaginary sound source that follows you, rich and lively sound will delight you from any angle.

TAKE IT TO THE EDGE



A DIRECTOR

+ BEING THX CERTIFIED, IT PRODUCES MORE VIVID IMAGES.



It surely is a pleasure to come across a fine piece of art, but it would be a greater pleasure to enjoy it with high-definition images. With THX certification, international certification standard to reproduce the original audio and video of the movies, TAKE IT TO THE EDGE plays back realistic and vivid sound and images of the original. Dazzling performance of audio and video guaranteed by THX certification after long hours of thorough review and test will present the inspiration of the original as if you are watching a film in a theater.

AN INNOVATOR

+ ESCALATED VIDEO QUALITY STANDARD TO THE WORLD BEST



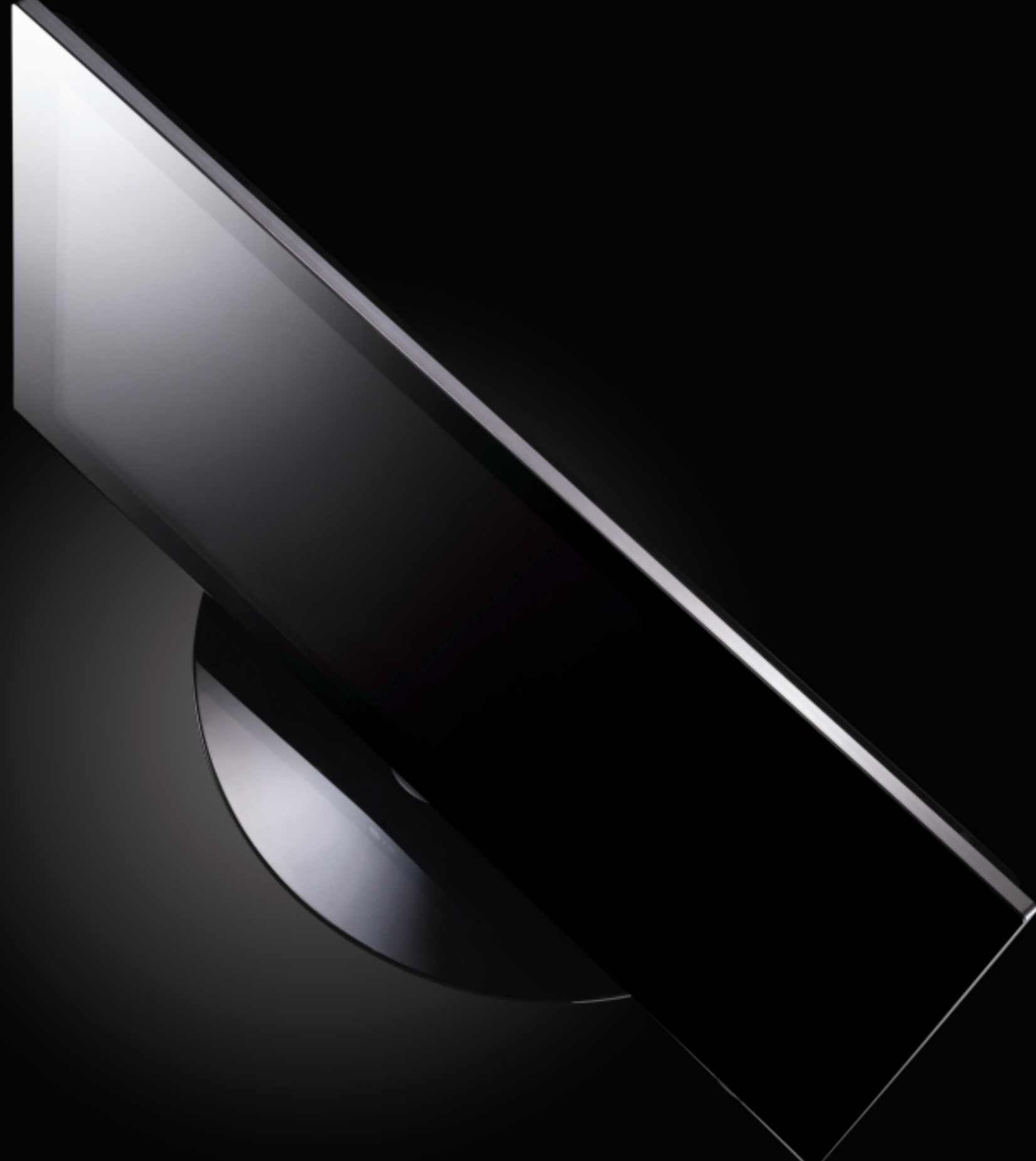
There certainly exists the difference between the blues of the Mediterranean and the Atlantic, and there are many reds between Matisse and Chagall. TAKE IT TO THE EDGE, a premium class TV, has adopted Expert Mode, world's most renowned video quality tuning menu of ISF Calibration Standard. Precisely realizing the delicate difference of colors which cannot be recognized by human being, it enables us to enjoy the optimized and vivid video quality regardless of the brightness or the darkness of the watching environment.

A COORDINATOR

+ OPTIMIZING COLOR AND SOUND BY
SIMPLY CLICKING ON AV MODE



Gorgeous at party, chic at business meeting, cheerful at picnic... Imagine how convenient it would be to have a personal coordinator who arranges your fashion to the detail. TAKE IT TO THE EDGE is a true multimedia TV with an AV Mode which allows you to choose from 3 different modes of Movies, Video Games and Sports by a single click of a remote control. Vivid inspiration of movies at the theater, dynamic experience of video games and exciting movement of sports - TAKE IT TO THE EDGE surely makes the difference.



IRRESISTIBLE TECHNOLOGY


The minute you turn it on, TAKE IT TO THE EDGE will attract your undivided attention. Leaving you awe-struck through world finest resolution with the cutting-edge MRE(Motion Resolution Enhancer), eliminating reflective images on your screen with reduced reflection rate of 24% compared to 33% of previous models, catching meticulous details of dusk images with contrast rate of 30.000:1, and providing rich and vivid sound with its Invisible Speakers are the enviable and unrivaled technologies of your TAKE IT TO THE EDGE.



LE ROUGE ET LE NOIR

USP FEATURE

- DESIGN**
 - Single Layer
- PICTURE**
 - Fluid Motion
 - Super Bright Panel (Contrast Ratio 30,000:1)
 - THX Display Certification
 - ISFccc Calibration Ready
 - Dual XD Engine
 - Full HD 1080p
- SOUND**
 - Invisible Speaker
 - Clear Voice
- PLAYABILITY**
 - AV Mode
 - USB 2.0
 - HDMI (1.3 Deep Color)
 - CU:V
- OTHERS**
 - Swivel Stand
 - Panel life span- 100,000 hrs

A close-up photograph of a dark, glossy surface, likely a car's interior or exterior trim. A metallic, brushed metal trim piece is visible, curving along the edge. On the trim, there is a small, embossed logo that appears to be a stylized 'S' or 'S' with a vertical line through it. The lighting is dramatic, highlighting the reflective surfaces and creating deep shadows.

Stylish color of real glossy black, more magnificent than any gem.
The mysterious yet charismatic color of the red loading LED.
As Stendhal's <Le Rouge et le Noir> is remembered as a master
piece, the <Black and Red> of TAKE IT TO THE EDGE will be
remembered as a master piece design.

DESIGN



SINGLE LAYER

Frameless Perfection

TAKE IT TO THE EDGE achieves uniquely frameless TV by using a "Single Layer" technology of a seamless sheet of glass, eliminating traditional frames of a display screen. It harmonizes with your sensuous and trend-leading space, giving you 'seamless viewing experience'.



TAKE IT TO THE EDGE

PICTURE



FLUID MOTION

A Smoother, more natural picture

The high performance of plasma panels allows you to enjoy smoother, clearer motion with all types of programming such as sports and action movies. The moving picture resolution give the impression of performance of up to 3x the panels actual refresh rate.



SUPER BRIGHT PANEL (CONTRAST RATIO 30,000:1)

Brighter than ever with anti-reflection

Super Bright Panel realizes top class contrast ratio of 30,000:1 and provides clarity and brightness while eliminating optical glare with minimal light reflection. By adding cobalt blue colorant to the previous panels of achromatic color, it can project colors naturally without white balance and provide vivid images even in a bright environment without reflection.



THX DISPLAY CERTIFICATION

Dazzling 'visual and sound' performance (certified by THX)

TAKE IT TO THE EDGE plays back realistic and vivid sound and images of the original with THX certification, international certification standard to reproduce the original audio and video of the movies. Dazzling performance of audio and video guaranteed by THX after long hours of thorough test will present the inspiration of the original as if you are watching a film in a theater.



ISFccc CALIBRATION READY

In-home calibration at a professional level

TAKE IT TO THE EDGE prepared Expert Mode feature to provide customized image quality. LG's Expert mode menu has been approved by ISF, specialized organization for image quality calibration, by fulfilling requirements. This feature enables to adjust detailed image quality tuning with consumer's personal taste. There are two auto setting options of ISF-DAY and ISF-NIGHT which are to be tuned by a professional calibrator.



DUAL XD ENGINE

Realizing optimal quality for all images

TAKE IT TO THE EDGE's Dual XD engine maximizes picture quality of any kind of video contents. One XD Engine optimizes the images from RF signals as another XD Engine optimizes them from External inputs. Dual XD Engine presents images with optimal quality two times higher than those of previous models.

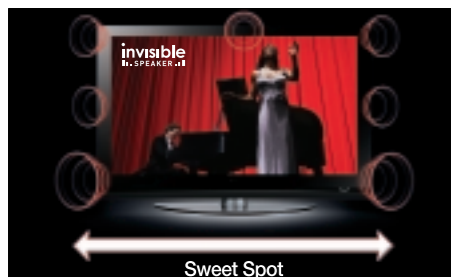


FULL HD 1080P

1920x1080 pixels

LG Full HD TV excels the picture quality and sharpness of the original HD TV technology, delivering an image resolution of 1920 by 1080 pixels. Enjoy the original colors and more crispy details of images through LG's Full HD Super Bright Panel.

SOUND



INVISIBLE SPEAKER

invisible Personally tuned by Mr. Mark Levinson for LG

TAKE IT TO THE EDGE newly introduces 'Invisible Speaker' system, guaranteeing first class audio quality personally tuned by Mr. Mark Levinson, world renowned as an audio authority. Breaking through the fixed idea that speaker grills must be exposed, it provides Full Sweet Spot and realistic sound equal to that of theaters with its Invisible Speaker. As if there is an imaginary sound source that follows you, rich and lively sound will delight you from any angle.



CLEAR VOICE

CLEAR VOICE Clearer dialogue sound

Clear Voice protects your viewing pleasure from background noise, a main cause of disturbance. It creates the optimal environment for viewing by enhancing output in the audio frequency of 100Hz-12000Hz by automatically detecting background noises such as telephone ring, automobile horn and airplane noise. From dialogues to the breath of characters, don't miss any.

PLAYABILITY



AV MODE

AV MODE "One click" - Cinema, Sports, Game mode.

TAKE IT TO THE EDGE is a true multimedia TV with an AV Mode which allows you to choose from 3 different modes of Movies, Video Games and Sports by a single click of a remote control. Vivid inspiration of movies at the theater, dynamic experience of video games and exciting movement of sports - TAKE IT TO THE EDGE surely makes the difference.



USB 2.0

USB 2.0 Play & Enjoy! - Music & Photo

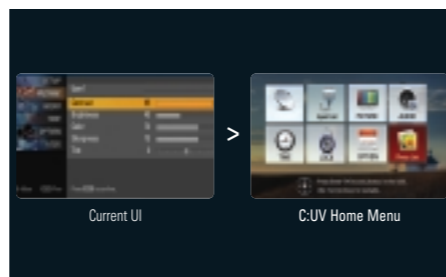
TAKE IT TO THE EDGE is not merely a TV set to watch broadcasting programs. It is an all-round fun station supporting USB 2.0 files that interacts with data files of digital cameras, camcorders, PMPs, MP3 players, USB flash memories, etc. Supporting JPG, JPEG and MP3, it will allow you to enjoy photos and music files a lot easier.



HDMI (1.3 DEEP COLOR)

HDMI Digital multi-connectivity

A single cable terminal, HDMI, provides the best picture and sound quality without deterioration of picture and sound quality. Especially HDMI (1.3 Deep color) provides a wider bandwidth (340MHz, 10.2Gbps) than that of HDMI 1.2, delivering a broader range of colors, and also drastically improves the data-transmission speed.



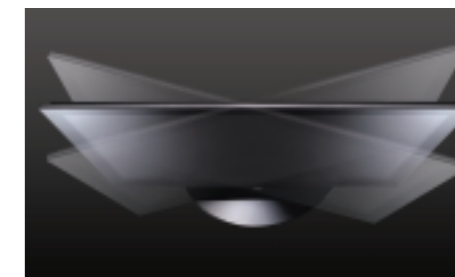
CU:V

CU:V User-friendly menu

Grid Type Home Menu is upgraded intuitive and friendly menu system which provides brighter and softer color and icons. The menu applies the concept of User Friendly Interface to make easier access to menu.

TAKE IT TO THE EDGE

OTHERS



SWIVEL STAND

Swivel Stand Enjoy watching TV from a wider angle.

Swivel stand allows you to position the set easily in the preferred direction



PANEL LIFE SPAN- *100,000 HRS

Long-lasting panel

Super Bright Panel of TAKE IT TO THE EDGE has realized 100,000 hours of life span, almost two times longer than those of the existing panels, which means approximately 30 years of use when 8 hours of viewing is assumed per day.

*Above statistics are applicable to Standard Picture Mode viewing only. The panel life span is counted from 100% until 50% of its brightness.

SPECIFICATIONS



PDP SPECIFICATION	RESOLUTION	1920 x 1080	
	CONTRAST RATIO	30,000:1 *	
	LIFE SPAN (HR)	100,000hrs (Δ 50% : brightness in standard mode)	
VIDEO	AV MODE (PICTURE & SOUND)	• (Cinema / Sport / Game)	
	THX CERTIFIED DISPLAY	YES	
AUDIO	AUDIO OUTPUT (WATTS - THD 10%)	10W + 10W	
	SPEAKER SYSTEM	Invisible Speaker 2 Way 4 Speaker	
	SURROUND SYSTEM	SRS TXT	
CONNECTIONS	SIDE	AV IN	• (1)
		HDMI/HDCP INPUT	• (1 - v1.3, Deep Color)
		USB 2.0 (MUSIC, PHOTO ONLY)	• (1 - JPEG, mp3, S/W Upgrade)
	REAR	RF IN	• (1)
		AV IN	• (1)
		AV OUT (AUDIO ONLY)	• (1)
		ANALOG AUDIO OUT (L/R)	
		S-VIDEO IN	• (1)
		COMPONENT IN (Y,PB,PR) + AUDIO	• (2)
		DIGITAL AUDIO OUT	• (2 - 1 Coax, 1 Optical)
		HDMI/HDCP INPUT	• (3 - v1.3, Deep Color)
		RGB IN (D-SUB 15PIN) - PC	• (1)
		PC AUDIO INPUT	• (1)
		RS-232C (CONTROL / SVC)	• (1)

*Panel contrast ratio at peak mode

TAKE IT TO THE EDGE

YOUR TV SHOULD BE DIFFERENT

Would you prefer a TV that only shows images, or would you rather choose a TV that represents you? Your TV should be different as you are different from others. For those who pursue truly unique experience of Full HD and value the worth of quality, LG Electronics proudly presents TAKE IT TO THE EDGE, a premium class TV, with its world best technology. It's not just a TV that you are buying, but the envy of others as well.