

LG Electronics Provides The Boulevard's hotel serviced apartments with 800 LED Screens

(Amman 20th February 2014): In its efforts to enhance the spread of innovative and customized business solutions, LG Electronics recently signed a strategic agreement with Abdali Boulevard Company, in collaboration with its distributor for Audio Video solutions, Pro-AV, to provide the Arjaan hotel serviced apartments at The Boulevard with 800 LED TVs.

The service agreement has been executed at LG headquarters in Jordan by Mr. Tae Hun Ryu, the Managing Director of LG Electronics Levant, Mr. Taher Al Jaghbir, the CEO of Abdali Boulevard Company, and Mr. Rami Badran, the CEO of Pro-AV.

The Boulevard is supported with deep fiber optic cables and networks making it the appropriate infrastructure model for operating Internet protocol IPTV services. It is the first project in Jordan to have this technology where every socket outlet in The Boulevard will offer a minimum of 1 gigabyte of bandwidth; which will provide quick and reliable transmission of data, allowing investors to have e-transactions of their own.

“This agreement falls in line with LG’s strategy to increase its partnerships within different sectors by providing them with different AV solutions. The hospitality sector in particular is of great significance for LG, as it is one that drives economic growth forward for Jordan” Commented Mr. Ryu. “LG is proud to be providing Hotel TV screens for The Boulevard Arjaan serviced apartments, as these screens come with a full host of interactive features set to benefit both, the guests and the management alike”.

From his end Mr. Al Jaghbir added: “The Boulevard’s decision to install LED TVs in its serviced apartments stems from our constant attention to enhance our facilities through installing the most up-to-date equipment and products available. Our cooperation with LG enables us to offer our guests the most advanced technologies and all the convenience it provides.

Mr. Badran further confirmed that Pro-AV is part of a corporate conglomerate specialized in creating communication and IT services, and that through its long term ties with LG it had been proudly enhancing the field with cutting edge technologies. Serving the MENA region at large, its alliance with LG Electronics is founded on a joint commitment to developing business solutions suited for all sectors.

LG's highly advanced Hotel TV's will offer the residents of The Boulevard Arjaan apartments with an array of customized services and interactive applications enabling the guests to seamlessly access various video resources and Internet services through an intuitive and user-friendly interface.

The new hotel serviced apartments are managed and operated by Rotana Hotel Management Corporation, which on its part ensures that the highest quality of service is granted. Arjaan are fully furnished and serviced hotel apartments with a 24 hour room service. Every suite is spacious, incorporating multiple bedrooms and ensuites with dining rooms and balconies that offer fabulous views of the surrounding areas.

About LG Electronics, Inc.

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing 87,000 people working in 113 locations around the world. With 2012 global sales of USD 45.22 billion (KRW 50.96 trillion), LG comprises five business units — Home Entertainment, Mobile Communications, Home Appliance, Air Conditioning & Energy Solution and Vehicle Components — and is one of the world's leading producers of flat panel TVs, mobile devices, air conditioners, washing machines and refrigerators. LG Electronics is a 2013 ENERGY STAR® Partner of the Year. For more news and information on LG Electronics, please visit www.LGnewsroom.com.

About LG Electronics Home Entertainment Company

The LG Electronics Home Entertainment Company is a global top player in televisions, monitors, commercial displays, audio video systems, personal computers and security systems. The company constantly pushes technological boundaries to create feature-rich devices with stylish designs that meet global consumer needs. LG's consumer products include OLED TV, Ultra HD TV, CINEMA 3D Smart TV, IPS monitors, home theater systems, Blu-ray Disc™ players, car audio video systems, mouse scanners and external storage devices. LG's commercial products include digital signage, video conferencing systems and IP security cameras.

About The Boulevard

The Boulevard is a major component of Abdali that is currently under construction. Built on a land area of 26,540 square meters, this mixed-use project of 224,000 square meters of built up areas consists of 12 buildings, six on each side bordering a unique 370 meters long central pedestrian spine.

The Boulevard includes a blend of high-end retail outlets with some of the world's most recognized and sought-after brand names, in addition to 30,000 square meters of modern office spaces and around 400 luxurious serviced hotel apartments operated and managed by the Rotana Hotel Management Corporation; one of the MENA region's leading hotel management companies.

The Boulevard will soon stimulate Amman's tourism platform through the creation of a dynamic, cosmopolitan, unique and integrated mixed-use development that will complement the plethora of the touristic offerings present in Jordan.