



FACT SHEET: SPRING 2009

PRO:IDIOM® DIGITAL RIGHTS MANAGEMENT SYSTEM

Copy-Protection Technology Assures Rapid Commercial HDTV Deployment

The “Pro:Idiom” digital technology platform was developed to provide hospitality and healthcare markets with a robust, highly secure Digital Rights Management (DRM) system. DRM ensures rapid, broad deployment of high-definition television (HDTV) and other high-value digital content to hotels and health care facilities. The development effort began four years ago when LG Electronics, a global technology leader and top-tier supplier of flat-panel displays, identified that the widespread deployment of LCD and plasma displays would be highly dependent on the ability for commercial installations to deliver high-value digital content.

Commercial industry heavyweights already have licensed the Pro:Idiom DRM system. In fact, with LodgeNet Entertainment Corporation, LG Electronics, Philips Electronics, Sharp, Panasonic and others all embracing a common DRM solution, Pro:Idiom is now firmly established as a commercial encryption standard. A growing number of content providers and satellite delivery systems have demonstrated their acceptance of Pro:Idiom by licensing their high-definition content for delivery to the first Pro:Idiom users, which has resulted in significant support from the market.

Marketplace Advantages

- Designed specifically for the lodging and healthcare industries, the Pro:Idiom solution is more cost-effective than repurposed consumer approaches such as CableCARD.
- Both satellite-delivered pay TV content and video-on-demand (VOD) services are available from content providers for systems utilizing Pro:Idiom.



Technical Advantages

- The Pro:Idiom specification is an open standard controlled by hospitality/healthcare industry stakeholders.
- Embedded approach provides more security and virtually eliminates the possibility for guests to tamper with or remove needed components.
- The system does not require “pairing” of the DRM system with the television or activation from a remote host, which vastly simplifies maintenance and installation.

Technology Design Goals

- In developing this robust DRM system in conjunction with major interactive TV providers, LG’s design goals required that the technology must:
 - Effectively protect digital video and audio content;
 - Provide a cost-effective solution for customers, interactive system providers and manufacturers;
 - Scale from small locations to large complex facilities;
 - Offer a low implementation complexity to allow easy adoption by all parties; and
 - Allow system specifications to be controlled by stakeholders.

These design objectives are virtually impossible for a repurposed consumer DRM system to achieve. A number of systems that effectively protect content including CableCARDS, Windows Media DRM and proprietary systems, were evaluated before making the decision to create a unique, open-standards DRM system.

Secure Encryption

Pro:Idiom has been designed to use the AES encryption system with 128 bit keys, which is approved for financial transactions as well as protecting government data, offering state-of-the-art security necessary for premium content. Many of the repurposed consumer solutions rely on outdated 64-bit security protocols that have focused on protecting consumer content, not early-release-window VOD content.



The Pro:Idiom solution has been peer reviewed by third-party cryptology consultants, as well as movie studios and satellite content providers. In the unlikely case of a security breach, the embedded keys can be renewed without the need for an on-site visit to secure the system. Because the security devices are embedded inside the device and not simply a card in a slot that is accessible for the guest to tamper with or remove, some security professionals believe that this embedded approach is more secure than a “carded” solution. If a “carded” solution is compromised the only option is to replace the cards, a costly solution that will require an onsite visit to every room.

Digital Content

LGE has developed the capability to deliver digital high-definition VOD as well as premium satellite content, such as HBO/ESPN in high-definition. LGE has developed both the television receiver components and the headend components needed to deliver both kinds of content.

It is believed that no other system can deliver both VOD as well as digital satellite content over the same cost-effective infrastructure. Consult your Interactive System Provider for further information as each provider has different business arrangements and terms which may affect digital content availability.

Summary

The Pro:Idiom system provides high-quality security that provides access to premium content availability to help ensure rapid, broad deployment of HDTV and other high-value digital content to the hotel industry. Zenith, which is the exclusive licensor for Pro:Idiom, has made it available on a royalty-free basis to interactive television operators and consumer electronics manufacturers.



Unlike other approaches, Pro:Idiom has been designed specifically for the hotel and healthcare industries and as such, results in lower costs, and reduced maintenance. Its world-class encryption technology, integrated design and attractiveness to interactive system providers make Pro:Idiom the clear choice for delivering HDTV services to hotel guests and hospital patients with confidence.

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 more than 84,000 people working in 115 operations including 84 subsidiaries around the world. With 2008 global sales of \$44.7 billion, LG comprises of five business units – Home Entertainment, Mobile Communications, Home Appliance, Air Conditioning and Business Solutions.

LG Electronics Business Solutions

The LG Electronics Business Solutions Company is a leading business-to-business (B2B) infotainment company, developing a broad range of top-class digital devices and solutions including LCD monitors, commercial displays, automotive infotainment and security systems. LG anticipates future business trends and provides unique devices and services that offer smart and reliable solutions to meet the needs of business partners and customers. With 2008 global sales of \$4.3 billion, LG Electronics Business Solutions is poised for continuing rapid growth.

LG Electronics USA

LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the \$13 billion North American subsidiary of LG Electronics, Inc., a global force and technology leader in home appliances, consumer electronics and mobile communications. The LG Electronics Business Solutions division of LG Electronics USA, serves customers in the digital signage, systems integration, lodging and hospitality, healthcare, education, government and industrial markets. Based in Lincolnshire, Ill., with its dedicated engineering and customer support team, LG Electronics USA Business Solutions delivers B2B technology solutions tailored to the particular needs of business environments. For more information, please visit www.LGcommercial.com

Pro:Idiom is a registered trademark of Zenith Electronics LLC

Global Web Site – www.lge.com

LG Electronics USA Inc. Web Site – www.lgusa.com

LG Electronics USA Business Solutions Web Site – www.LGcommercial.com