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USC's Entertainment Technology Center Announces LG Electronics as New Project Sponsor

The Forum of Industry Entertainment and Technology Experts Adds a Global Leader to Help Develop Innovative Solutions That Provide Ultimate Consumer Satisfaction

LOS ANGELES--([BUSINESS WIRE](#))--The [Entertainment Technology Center at USC \(ETC\)](#) [www.etccenter.org], a non-profit consortium that brings together top entertainment and consumer electronics companies to listen to and evaluate consumer mindshare towards future technologies, announced today that LG Electronics, Inc. [<http://us.lge.com>], a global force in consumer electronics, mobile communications and home appliances, has joined ETC's already growing major technology companies as an Anytime/Anywhere Content Lab (AACL) sponsor.

The AACL will showcase a wide spectrum of leading edge products, services and technologies in action. The lab will use these tools to examine the technological and sociological implications of providing content to consumers who desire it at anytime, on any device, and anywhere they happen to be. LG Electronics' long experience and deep expertise in this area will add significant value to the AACL's activities. As a member of the Technical Advisory Board, LG Electronics will help ETC identify emerging trends and structure technology projects related to emerging paradigms in content production, distribution and consumption.

ETC's Anytime/Anywhere Content Lab focuses on understanding what consumers want, and bringing companies together to develop solutions that ensure that consumers get what they want. LG Electronics, as a global leader in the development of innovative consumer electronics and digital lifestyle products, will help ETC in this process to the benefit of both the consumer and the other sponsors involved. Topics discussed in the lab include understanding leading-edge consumer behavior with entertainment content & services, and exploring how to: improve the quality of content, improve the ability to find and use content, improve the value of content, and increase the efficiency of production & distribution. This information is valuable to LG Electronics in the company's effort to invent entirely new concepts that enhance tomorrow's digital lifestyle.

"We are excited to be active participants in the Anytime Anywhere Content Lab which allows us to better understand and deliver more consumer-friendly and higher value products and services for our customers," said Nandhu Nandhakumar, SVP Advanced Technology, for LG Electronics, Inc. The ETC has the advantage of being part of

