



**Embargoed until March 14, 14:00 (CET)**

## **LG STYLUS 2 FIRST SMARTPHONE TO SUPPORT DAB+**

*World's First Smartphone with Digital Audio Broadcasting  
Delivers Crisp, Clear Digital Radio for Free*

**SEOUL, Mar. 14, 2016** — LG Electronics (LG) today unveiled the world's first smartphone to feature DAB+, the de facto standard for digital radio broadcasting. LG introduced its newest smartphone at Radiodays Europe 2016 in Paris, the world's largest radio conference. Consumers in Australia, Belgium, Germany, Italy, the Netherlands, Norway and the United Kingdom will be the first to receive the LG Stylus 2 with DAB+.

As the world's first smartphone with DAB+, the LG Stylus 2 features a DAB+ chipset and an exclusive app that allows customers to enjoy digital radio broadcasts out of the box. A technical interface also enables broadcasters to develop their own tailored apps in which internet services complement broadcasted radio.

Users will be able to access more radio channels with DAB+ than traditional FM. Unlike regular radio apps that stream large amounts of data, DAB+ radio provides excellent audio quality for free, as it uses no data.

DAB+ is expected to replace FM analog radio and already reaches over 500 million people in 40 countries around the world. LG collaborated with the International DMB Advancement Group (IDAG) to include DAB+ technology in the new LG Stylus 2.

“We are taking a proactive approach towards the fast-paced technological shift to digital broadcasting with DAB+ to deliver a new paradigm of experiences through the smartphone,” said Juno Cho, president and CEO of LG Electronics Mobile Communications Company. “With its large 5.7-inch screen, 1 watt speaker and 3,000mAh removable battery, the LG Stylus 2 is the perfect device to enjoy rich, multimedia content.”



“We are proud to help introduce a game-changing smartphone with an innovative company like LG. The combination of broadcasting and the internet opens up a vast array of possibilities for the future,” said Gunnar Garfors, president of IDAG. “Consumers get new functionalities and media companies reach new audiences with more broadcasted free-to-air radio.”

###

**About LG Electronics Mobile Communications Company**

LG Electronics Mobile Communications Company is a global leader and trendsetter in the mobile and wearable industry with breakthrough technologies and innovative designs. By continually developing highly competitive core technologies in the areas of display, battery, camera optics and LTE technology, LG creates handsets and wearables that fit the lifestyles of a wide range of people all over the world. While helping to enhance the mobile user experience by incorporating unique, sophisticated designs and intuitive UX features, LG is also committed to guiding consumers into the era of convergence and Internet of Things, maximizing inter-device connectivity between a wide range of smartphones, tablets, wearables, home and portable electronics products. For more information, please visit [www.LG.com](http://www.LG.com).

**About IDAG**

IDAG (International DMB Advancement Group) is a non-profit organization that promotes, facilitates and coordinates DAB+ initiatives around the world. IDAG counts 27 members from 17 countries in Europe, Africa, Asia and Oceania. More on [www.theidag.org](http://www.theidag.org).

**Media Contacts:**

LG Electronics, Inc.  
Kyoo Im  
+822 3777 3653  
[seungkyoo.im@lge.com](mailto:seungkyoo.im@lge.com)  
[www.LGnewsroom.com](http://www.LGnewsroom.com)

IDAG  
Gunnar Garfors  
+47 40 00 00 22  
[gunnar.garfors@nrk.no](mailto:gunnar.garfors@nrk.no)  
[www.theidag.org](http://www.theidag.org)