

The Difference is in the Detail



Solar power plants produce  
enough energy  
to last **25 years** or more.

It takes **25 years** for newborns to  
grow and mature into adults.

For your **25 years**,  
what kind of module should you select?

This is the choice that will decide  
the next **25 years** of your life.

For your 25 years,

what kind of module  
should you select?



# Reliable Brand

- Customer trust for the company
- A foundation built on experience and history

## History of LG

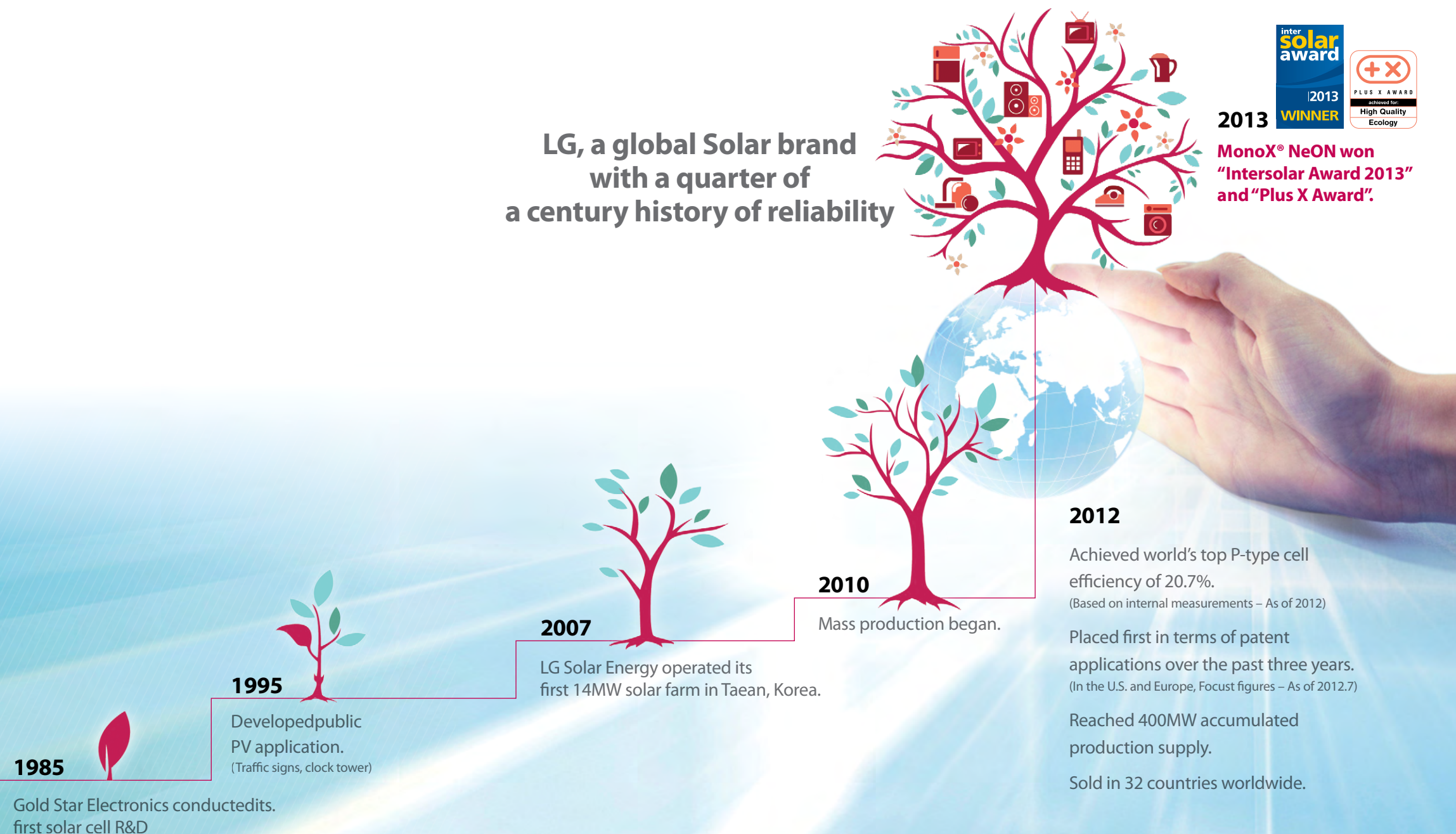
Pioneering Technology and Innovation

- 1947~1958**  
**Foundation**  
Establishment of Lak Hui Chemical Industrial Corp.(now LG Chem) and Goldstar (now LG Electronics)
- 1959~1969**  
**An Innovation Start**  
Korea's first Radios, Refrigerators, TVs, Air Conditioners, Washing Machines
- 1970~1989**  
**Growth & Globalization**  
Achievement of USD 100 Million in exports  
Establishment of first overseas production base in the US

## History of LG Solar

- 1990~1999**  
**Face of the Future**  
Change of company name to LG Electronics take over of Zenith
- 2000~2009**  
**Global Brand LG**  
Led global CDMA mobile phone market for the first time  
Became the second-largest LCD TV provider worldwide
- 2010~Present**  
**Faster and Smarter**  
Introduced Optimus, LG's smartphone brand  
Introduced CINEMA 3D, LG's answer to cumbersome shutter-glasses 3D TVs

**LG, a global Solar brand with a quarter of a century history of reliability**



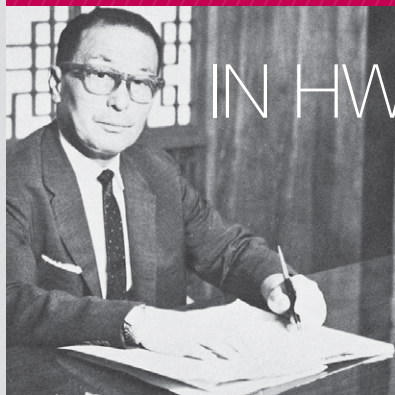
**MonoX® NeON won "Intersolar Award 2013" and "Plus X Award".**



# Reliable Quality

- A lasting promise to our customers
- Production lines that embody hard work and our corporate mission

LG's insistence on quality control comes from our founder



IN HWOI KOO

“

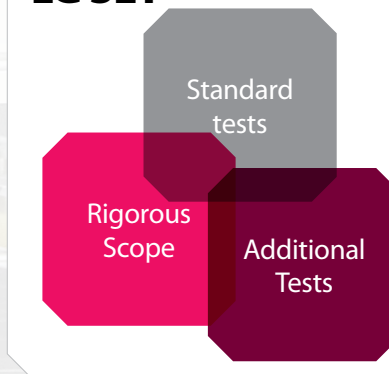
Mark my words:  
It takes a single faulty product out of a hundred  
to write off the rest of the batch.  
Our goal is not quantity,  
but quality.  
You must understand that credibility cannot be  
compromised, not for a single product.

”

Various types of tests conducted for quality control, the LG way.



LG SET \*



\* LG's Severe Environment Test



# Reliable Performance

- Confidence in our product
- Value of our products

## 3 Values LG MonoX® promises to bring to you



### Industry-leading Product

LG Electronics' product leadership is one based on the extreme technological edge. To create unrivaled contemporary products, we believe in creating value with our product essence. This value can be yours for the next 25 years, made possible by solar modules. To honor our promise, LG Electronics has never once ceased technological innovation.

Our hard work has paid off; LG Electronics has achieved a mass production efficiency rate of 19.8% (P type, end of 2012), the highest in the industry. Now is the time to experience true product leadership with LG MonoX®.



### Customer-centric Design

LG Electronics painstakingly mapped out every detail in our products to provide a better customer experience.

LG MonoX® offers design beyond beauty.

LG MonoX® was designed so that even installation becomes the more convenient experience for our clients.



### All-around Durability

LG Electronics builds modules to withstand various types kinds of weather. Because solar modules are installed on rooftops and wide open spaces, they're constantly exposed to environmental wear and tear. Experience all-around durability with the MonoX®, where modules are managed by the extreme care of LG SET.



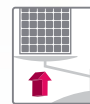
# Details designed to last

## Clamp Guideline Marks



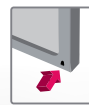
When installing a solar module, the installing crew must measure the correct location of the clamp. The clamp guidelines marked on the MonoX® frame indicates where it can support the maximum mechanical load, and also saves the measuring time. Further, the stability and security of the module is enhanced when clamped in the correct location.

## Light and Robust Module (entire frame)



LG MonoX® was built as a lightweight model, although it maintains the robust build of its predecessor. Lighter modules raise stability by decreasing the weight applied to the roof, and also improve the productivity of the workers installing them.

## Great Water Drain Design

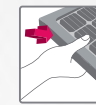


When a module has been out in the rain, it accumulates dust. Even the tiniest particles of this dust can reduce the power supply because it screens the sun's rays. MonoX® was designed with a built-in incline where the frame and the glass meet to drain the rainwater quickly.



## Softer and Safer Edges

The installment crew tends to get into accidents or rip their gloves on the sharp edges of the modules they carry around. LG MonoX® has solved this problem by altering the shape of the frames with softer edges for the safety of the crew and users.



## Better Grips

LG MonoX® was designed with more curves for a better grip. This way, it becomes safer for the installment crew to transport the module.



## Fixed Cables

When installing the module, connect all the cables on the backside and tie them to the module frame. Most conventional modules have cables draped in the middle and take more time to install. But the cables for LG MonoX® are fixed to the frame, allowing for a quick and easy installment as it takes less time to locate the cables.



## 3-Way Grounding Holes

Grounding, a method involving fixing the frames to the ground, is recommended to prevent electrical accidents. In conventional modules, the grounding holes are located only on the backside of the frame, but in LG MonoX®, there are additional holes on the sides that make for easier installation.

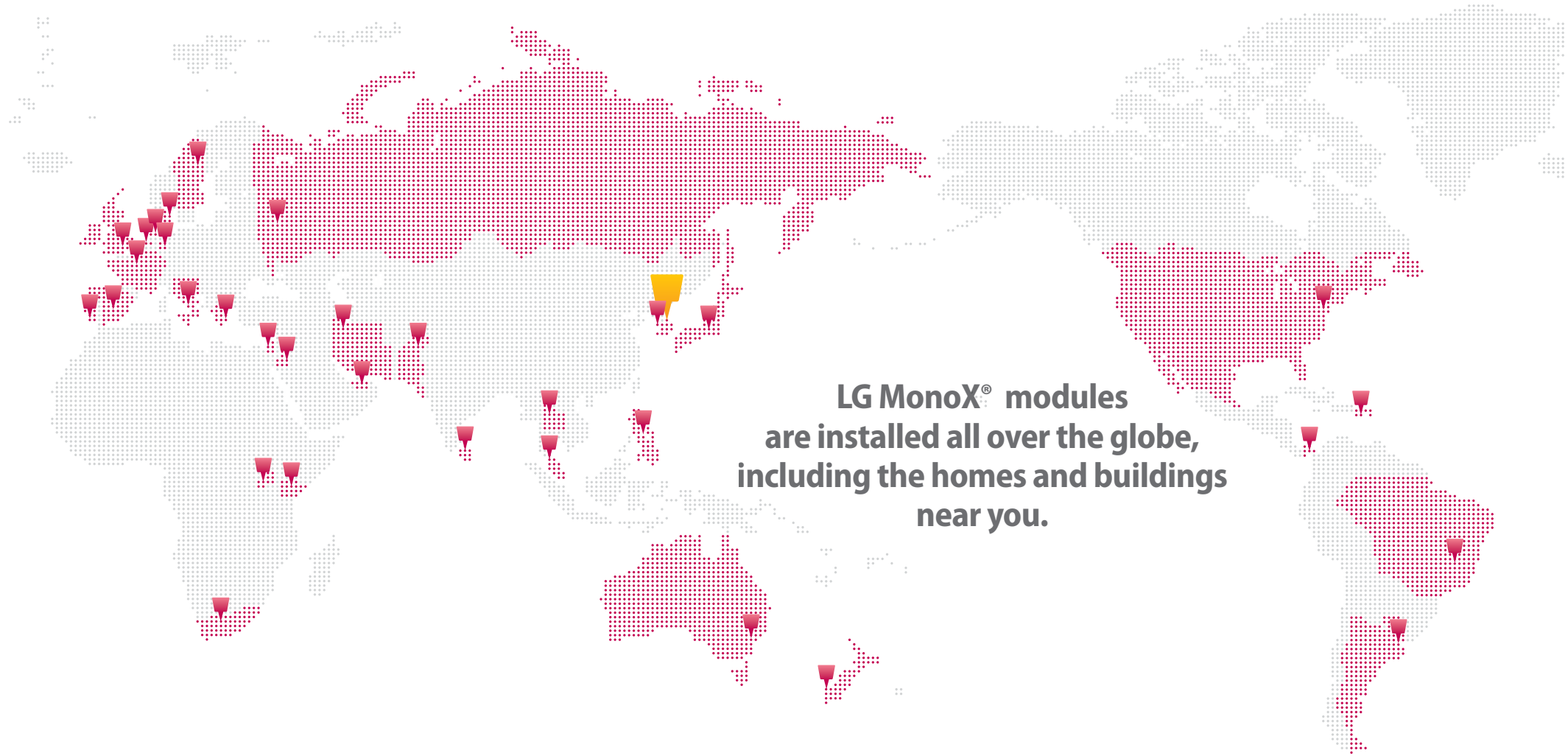


# Services tailored to last

Export markets

USA	Spain
Brazil	France
Dominican Republic	Japan
Panama	Australia
Argentina	Kenya
Germany	Uganda
England	Pakistan
Italy	Iran
Greece	Israel
Denmark	Republic of South Africa
Belgium	Thailand
Portugal	Malaysia
Luxembourg	UAE
Netherlands	Jordan
Russia	Sri Lanka
	Philippines

- Production Site
- Sales Subsidiary



**LG MonoX<sup>®</sup> modules**  
are installed all over the globe,  
including the homes and buildings  
near you.

Residential



Waging am see, Germany



Wabern-Falkenberg, Germany



Randow, Germany

Commercial



Jarmen, Germany

Utility



Ochang, Korea



LG has a mission to make your life worthwhile and fulfilling.

For its mission, LG organized solar business division to produce power for the next 25 years of your life.

Armed with reliable brand, quality management system, and performance, MonoX® promises a brighter future for you and your children.



OHONGHO LEE

#### Senior vice president's message

The secret to the long lived popularity of high quality products lies in LG's ceaseless efforts to design the best Solar Module. Through its tireless work and efforts to develop an ever better performing solar energy module, the solar business division at LG Electronics, has gained product leadership. This is the best way we believe we can offer you consistent values in such uncertain times.

