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By: Alex Vochin, Technology Editor

## **LG Electronics Launches Its First DivX Time Machines**

### *The company's first DivX-certified TV Series*



LG Electronics is one of the world's most important manufacturers of consumer electronics and in order to maintain its top position, the company's constantly trying to come up with new and highly innovative products meant to impress all the possible customers. And that's exactly what the company recently managed to accomplish by launching the Time Machine TV Series (not related to Apple or time-travel), an upgrade to the company's popular range of plasma and LCD displays meant to provide full support for the full range of DivX video content. According to the company's statement, the new series includes three LCD models - the 47LB5RE, 42LB5RT, 37LB4RT -and two plasma models, the 50PB4RT and 42PB4RT. All the devices from this series feature a built-in 80 GB HDD for Time Shift function and recording, USB 2.0 port for backing up recorded content and MP3, JPEG and DivX playback capability. Moreover, the Time Machine TV Series also boasts a simultaneous watch-and-record function. "We are very excited about the launch of the DivX-certified Time Machine TV Series," said HeeWon Kwon, Executive Vice President of LG Electronics. "At LG, we're very committed to giving users what they want. The ability to transfer media seamlessly from the PC to the living room while preserving the kind of high-quality, cinematic experience that consumers demand is a key product differentiator among digital televisions." "As multimedia-related technology evolved quite a lot over the past few years, the same phenomenon has seriously affected the consumers' demands. Thus, most people are looking nowadays for devices capable of delivering a complete and comprehensive multimedia experience, connecting the computers to the living-room entertainment systems and that's exactly where DivX comes into play, as the company's products are capable of providing widespread access to content through a range of products and platforms, as for example digital televisions, DVD players, portable media players and mobile phones." "The DivX Certified LG 42LB5RT digital television is an example of our efforts to expand the number of ways digital media is consumed in the living room, allowing consumers to access media when, where and how they want to," said Kevin Hell, President, DivX. "DivX is building a common media language designed for true interoperability across devices and platforms, and innovative products like the LG digital television are an important piece of that ecosystem." "We are just a few, but there are many of you, Softpedia users, out there. That's why we thought it would be a good idea to create an email address for you to help us a little in finding gadgets we missed. Interesting links are bound to be posted with recognition going mainly to those who submit. The address is .