

## Home Connectivity Alliance Welcomes New Member LG Electronics to Advance Connected Appliance and Home Entertainment Expertise

### News Highlights:

- LG Electronics, an industry leader of consumer electronics, a wide range of products from TVs, washing machines, refrigerators, air conditioners, mobile devices, digital signage and automotive components, joins the Home Connectivity Alliance as its newest member
- Manufacturers of long-life appliances, HVAC systems and TVs in the connected home space are invited to join HCA

**Beaverton, OR – August 25, 2022** – Home Connectivity Alliance (HCA), an organization dedicated to the development and promotion of safe and secure interoperability across long-life appliances, HVAC systems and TVs within the connected home ecosystem, welcomes LG Electronics to the board of the HCA. LG Electronics is a global leader in home appliances, smart home solutions, air solutions as well as visionary products featuring LG ThinQ AI. LG Electronics is committed to making life better and healthier for consumers by developing thoughtfully designed home appliances, TVs, monitors, and HVAC. Together, these products deliver differentiated experiences, enhanced convenience, performance, and health benefits.

“LG Electronics is an innovative global leader in designing connected home products that put the consumer first,” said Yoon Ho Choi, Home Connectivity Alliance President and Global Head of Planning & Partnerships, Home IoT Business, Samsung Electronics. “Their addition as a board member of the Home Connectivity Alliance will help HCA to deliver on our goal to provide consumers with safer, simpler and more interoperable options in their connected home.”

“We are very pleased to join the board of the Home Connectivity Alliance and excited to work with like-minded companies,” said Lyu Jae-cheol, president of the LG Electronics Home Appliance & Air Solution Company. “The decision to join is consistent with LG’s commitment to open innovation and collaboration, and commitment to provide consumers with more choice and greater convenience in their daily lives and drive the future of the connected home experience.”

### Interoperability to Expand Consumer Choices

Interoperability of HVAC systems, long-life appliances and TVs provides consumers with more convenience and options in their connected home. Consumers benefit from interoperability as they can choose which platform they prefer to use. Furthermore, consumers are no longer “locked” into one brand but can purchase devices from other brands. HCA’s goal is to provide consumers with more choices for their connected home through C2C (Cloud-to-Cloud) interoperability, supporting the compatibility of devices across brands.

HCA was launched in 2022 by leading manufacturers in the connected home space to foster innovation and provide consumers with safe, interoperable appliances in the connected home. Members include American Standard Heating and Air Conditioning, Arçelik, The Electrolux Group, Haier, GE Appliances, Samsung, Trane Residential, and Vestel. HCA recently welcomed LG and Resideo as its newest members.

### Join Home Connectivity Alliance

Manufacturers of long-life appliances, HVAC systems and TVs in the connected home space are invited to join HCA. Members of the alliance will have the opportunity to innovate, influence

industry trends, share expertise across peers, and become leaders in expanding the connected home ecosystem. Members receive access to technical resources and are able to define connected home standards by leveraging collective experience across top brands. To learn more about the membership benefits and how to join, visit [www.homeconnectivityalliance.org/membership](http://www.homeconnectivityalliance.org/membership).

### **About Home Connectivity Alliance**

The Home Connectivity Alliance is a member-driven organization dedicated to the development and promotion of safe and secure interoperability across long-life appliances, HVAC systems and TVs within the connected home ecosystem. For more information, visit [www.homeconnectivityalliance.org](http://www.homeconnectivityalliance.org).

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