

## **DOA (Dead on arrival) Policy guide**

**Definition:** A set is declared to be fit for DOA cases upon first use out of box if

- Unit has any hardware failure
- Unit not able to perform its basic operation (excluding software's)

**DOA Period:** 15 days from the date of purchase by Customer/Dealer/Distributor on basis of call registration at LG Help desk.

### **DOA Claim Requirement**

- DOA should be processed if the unit is having hardware failure only.
- Proof of Purchase: For Customer, Dealer invoice copy  
For Dealer/Distributor, LG Invoice copy
- Unit with all accessories, user manual and packing material in good condition. In case of missing /damaged items, the amount of the same item has to be paid by Customer/Dealer/Distributor to LG.
- Service call should have been registered at LG call center within DOA period from date of purchase.

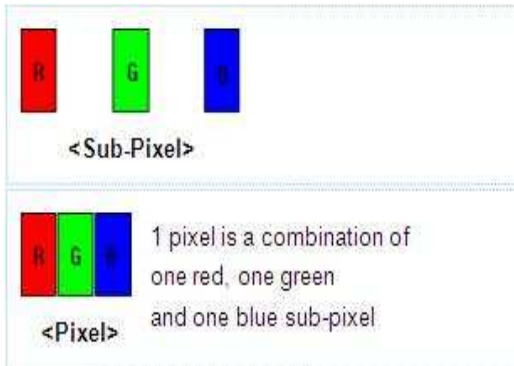
## **LG Electronics Pixel Policy**

This article is a detailed description on how LG Electronics defines LCD Pixel criteria for warranty as applied to all LG Electronics LCD Monitors.

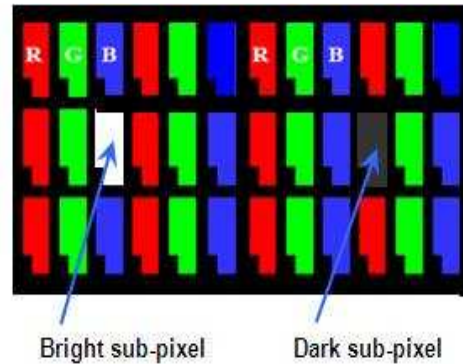
### **Definition of bright and dark sub-pixel**

1. The LCD Monitor panel contains millions of red, green, and blue sub-pixels which when combined displays the monitor colors as shown in Picture 1. Some sub-pixels may exhibit as bright or dark spots on the screen as shown in Picture 2 with the following symptoms:  
Bright sub-pixel: The symptom that some very small spots like red, green or blue emit light on the screen.  
Dark sub-pixel: The symptom that some very small spots are visible on the screen.

[Picture 1]



[Picture 2]



## 2. Guarantee for bright and dark sub-pixel

Bright or dark sub-pixels can occur during the production of the LCD Monitor panel but does not affect the LCD Monitor functionality. The customer may notice the bright or dark spots if the film of the liquid crystal does not perform as expected while customer uses the LCD Monitor. However, this is not considered a defect unless the number of bright and dark pixels exceeds the maximum allowable threshold as shown in Table 1.

[Table 1: Allowed number of bright and dark sub-pixel]

Code	Resolution	Sub-Pixel Quantity	Number of Allowed Sub-Pixel	
			Bright Sub-Pixel	Dark Sub-Pixel
SXGA	1280*1024	3,932,160	4 Maximum	4 Maximum
Wide XGA+	1440*900	3,888,000	4 Maximum	4 Maximum
Wide XGA	1366*768	3,147,264	3 Maximum	3 Maximum
Wide HD+	1600*900	4,320,000	4 Maximum	4 Maximum
UXGA	1600*1200	5,760,000	6 Maximum	6 Maximum
Wide Full HD	1920*1080	6,220,800	6 Maximum	6 Maximum
Wide SXGA+	1680*1050	5,292,000	5 Maximum	5 Maximum
SXGA	1920*1080	6,220,800	6 Maximum	6 Maximum
Wide Full HD (16:10)	1920*1200	6,912,000	7 Maximum	7 Maximum
Wide QXGA+	2560*1600	12,288,000	12 Maximum	12 Maximum