



MoodUP French Door refrigerator





1. Product Concept

2. Specification

3. MoodUP Function

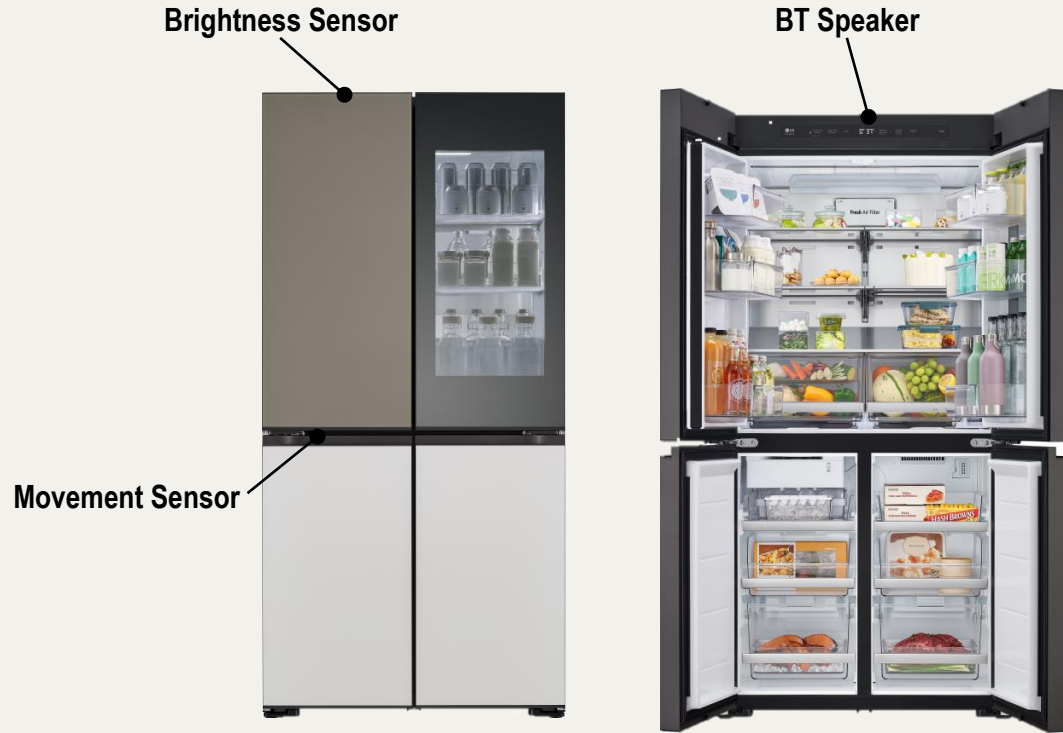
4. Main USP



Information

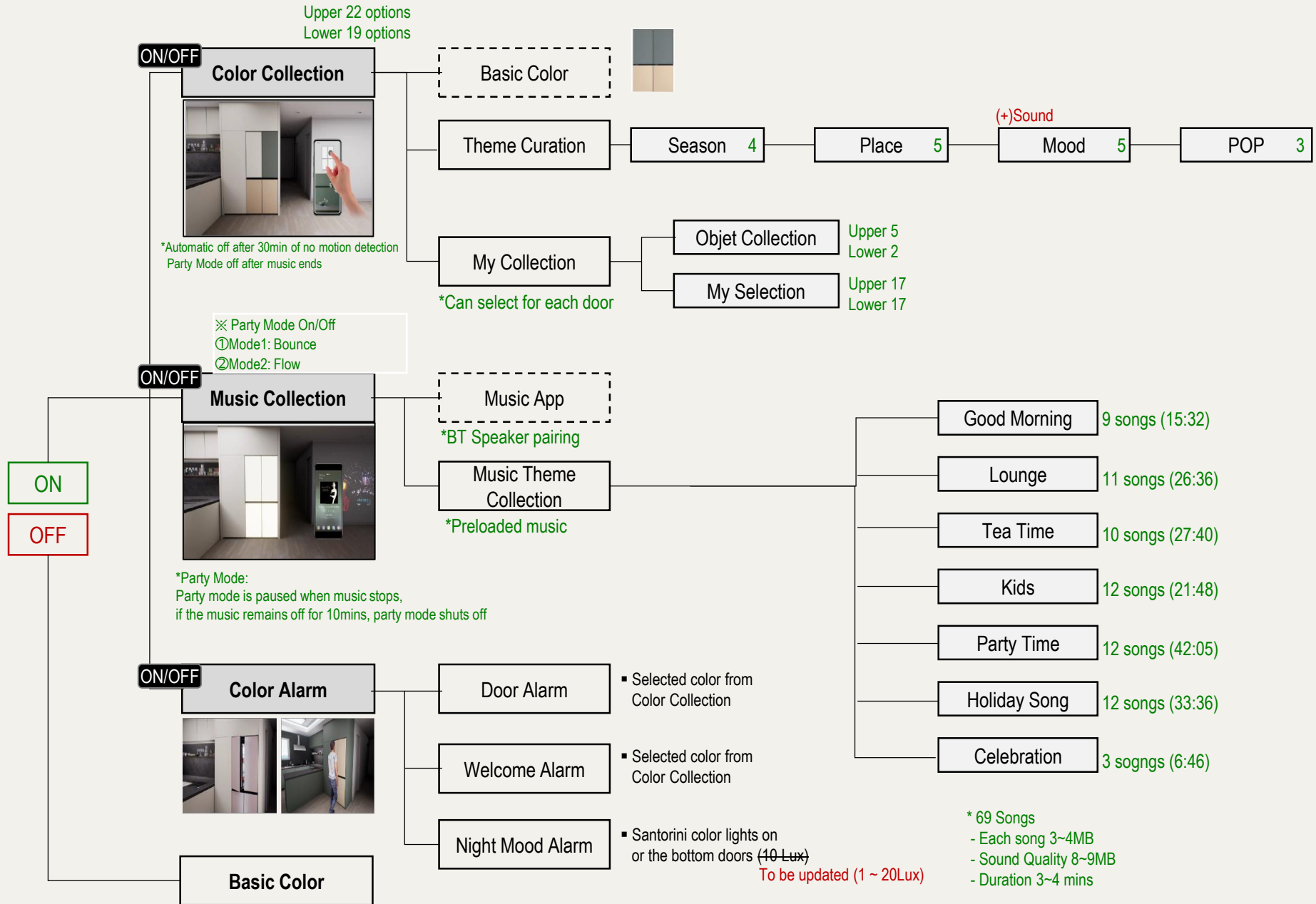
Market LGEAP
 Launch '23.June
 Position High-end

| Competitive Advantage | Key Message | USP |
|-----------------------|---|---|
| Design | | Color Changing Panel InstaView™ Metallic Decoration |
| Convenience | | Retractable shelf Extra Space Bluetooth Speaker |
| Freshness | Seals farm freshness longer | Surround Cooling Pure N Fresh Big Fresh Zone |
| Energy | Energy saving by Inverter Linear Compressor | Inverter Linear Compressor |
| Smart | Smart Control, Smart Life Your fridge just got a lot smarter | LG ThinQ Smart Learner |



Original Color when color mode is off
 Upper Door Color: Lux Grey
 Lower Door Color : Lux White

| Model | | MoodUP |
|-----------------------|--|---|
| Dimension (WxHxD ,mm) | 914 * 1865 * 705 | |
| Capacity (Liter) | 617L (R:XX / F:XX, 617L) | |
| Compressor | Inverter Linear Compressor | |
| Energy | 3 Star | |
| Finishing | Color Changing Panel (Upper : 22 color / Lower 19 Color) | |
| Display | Internal (Top) | |
| InstaView | O (InstaView only) | |
| REF | Cooling type | Surround Cooling (Door Cooling+ & Multi Air Flow) |
| | Air Filter | Pure N Fresh |
| | Extra Space | O (2) |
| | Crisper | O (2) |
| | Shelf | 4 (Split, 1 Retractable Shelf) |
| | Door bin | RL : 3 (big) / RR : 3(big) |
| | Decoration | Metallic (Metal Fresh) |
| FZR | Door | Swing Type |
| | Shelf | 4 (drawer type) |
| | Crisper | 2 |
| | Door bin | X |
| I&W | FRZ Ice maker | Cubed(Manual) |
| | Indoor Ice maker | X |
| | Dispenser | X |
| | W/Filter | X |
| Etc. | UVnano | X |
| | Smart | Bluetooth Speaker |



Let's **change the color and mood with only one touch!**

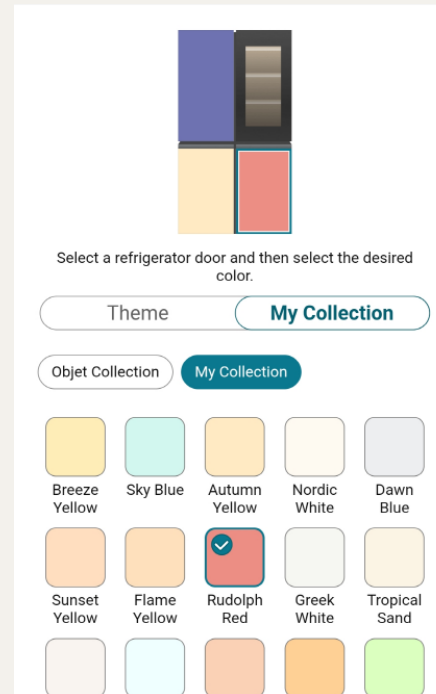
You can change the door color by ThinQ app without any change the panel of the door.



My Collection

Select the color to each door panel.
You can make 174,724 combinations.

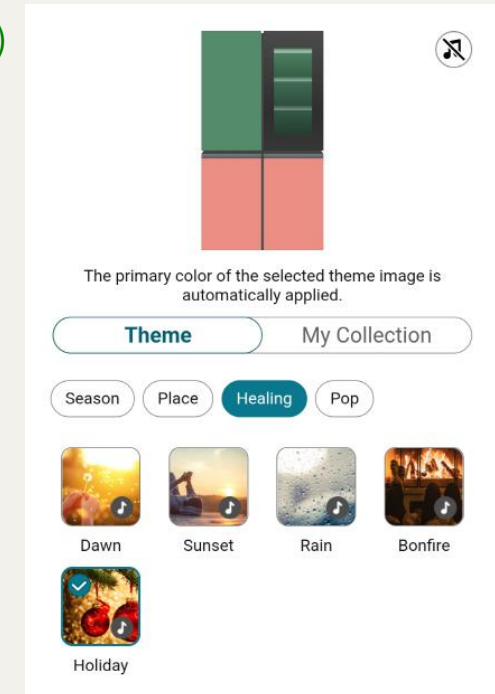
ex)



Theme Collection

Select the pre-setted theme color.
There are 17 themes.

ex)



Select the color to each door panel. You can make **174,724 combinations.**

(RR 22 x RL 22 x FR 19 x FL 19)

My Collection



Upper

Lower

Objet Collection

Upper

5 colors



Lower

2 colors



My Collection

Upper

17 colors



Lower

17 colors



Select the pre-setted theme color. There are 17 themes.

Theme Collection



Upper

Lower

Season

Season & Trend



Spring



Summer



Fall



Winter



Place

Travel in the house



Alaska



Kyoto



Paris



Santorini



Waikiki



Mood

Special Mood



Dawn



Sunset



Rain



Bonfire



Holiday



Pop

Young Generation



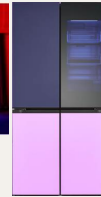
POP1



POP2

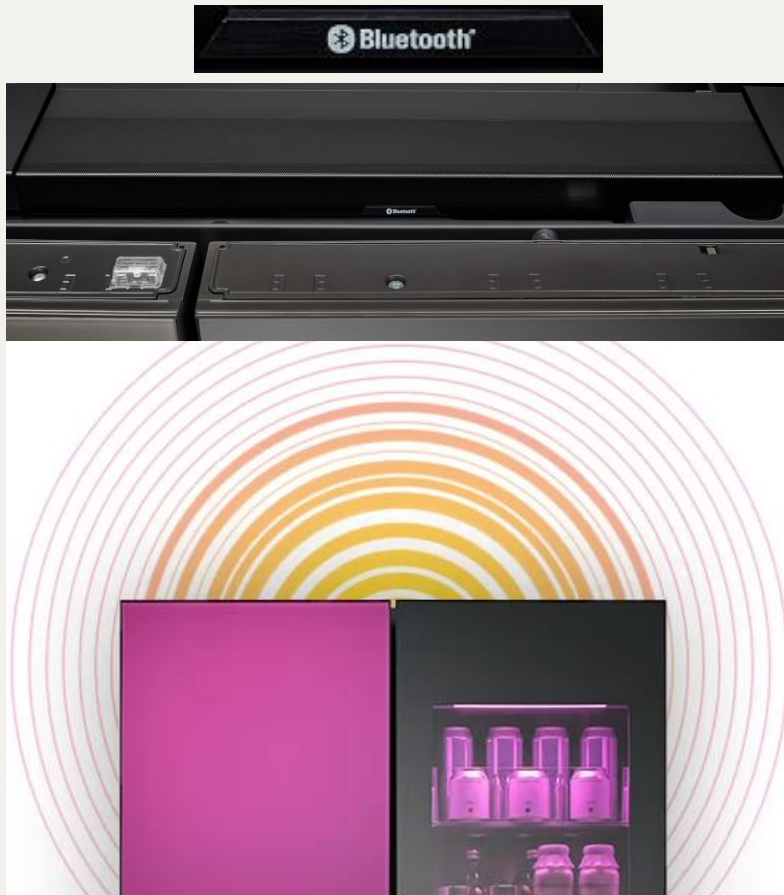


POP3



Add the mood with the music.

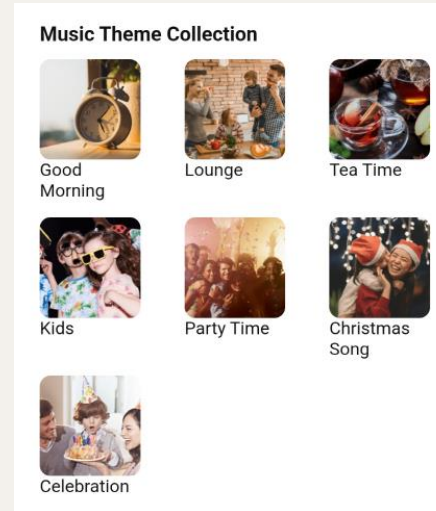
The MoodUP is an adjustable customization home appliance with a change the color and enjoyment audio-visual.



Music Theme Collection

Play the each theme music list

ex)



Favorite Music

Connect to BT speaker of REF and play your own music list

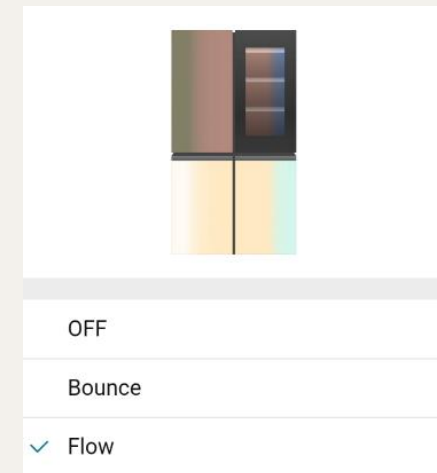
Party Mode

When you play music through the REF speaker, the door shows Party mode

Bounce : The color & brightness are changed with music sound power
POP1 → POP3 → POP2

Flow : The 4 color themes are flows in order
Clay Mint → Paris → Waikiki → Sunset

ex)



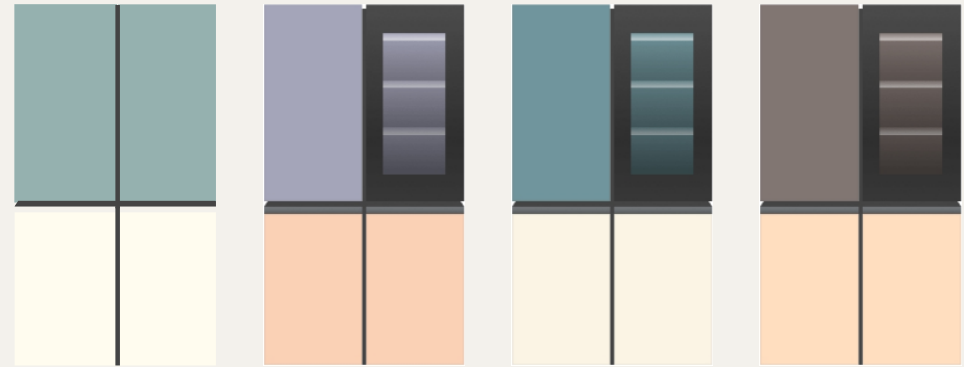
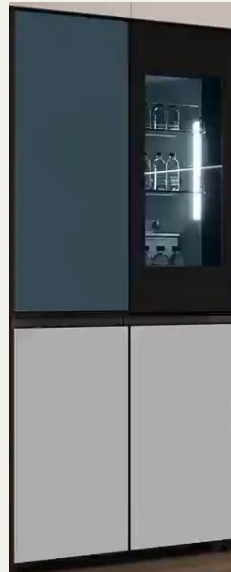
When you play music through the REF speaker, the door shows Party mode.
There are 2 modes, Bounce mode and Flow mode.

Bounce mode



POP1 → POP3 → POP2

Flow mode



Clay mint → Paris → Waikiki → Sunset

Door Open Alarm

The color flashes when the door is open for a certain period of time



Sound Alarm :

- First alarm is after 60 seconds when the door opened
- After then every 30 seconds

Color Alarm :

- First alarm is after 60 seconds when the door opened
- After then blinking until door will be closed (maximum 5 mins)

Welcome light

When you approach the refrigerator, the light turns on.



When the person approaches within 60cm (23"), the light turns on.

Dimming on for 1 sec → On for 1 sec →
Dimming off for 1 sec → Off for 1 sec →
Dimming on for 1 sec and continuously works during the selected time.

Nighttime Mood light

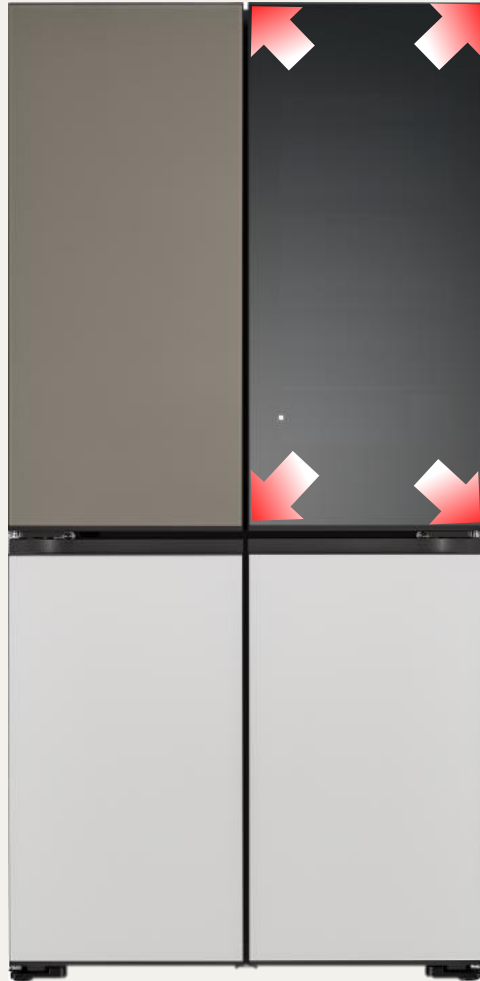
When it's dark near the refrigerator, a subtle mood light turns on when you approach



In the night(Lux 40%↓) , when the person approaches within 60cm (23"), the bottom door light turns on Santorini color(brightness 70%)

Knock twice & see inside without losing your cool

With two quick knocks on the sleek glass panel, see inside for your favorite snacks and beverages without opening the door, preventing cold air from escaping to help keep food fresher for longer.



Store tall and bulky items with the retractable shelf.

The retractable shelf gives you double the height to store taller items.

By simply sliding it back, you can create more space for tall and bulky items like a wine bottle or large pot.



Max. height : 375mm
Max. depth : 140mm

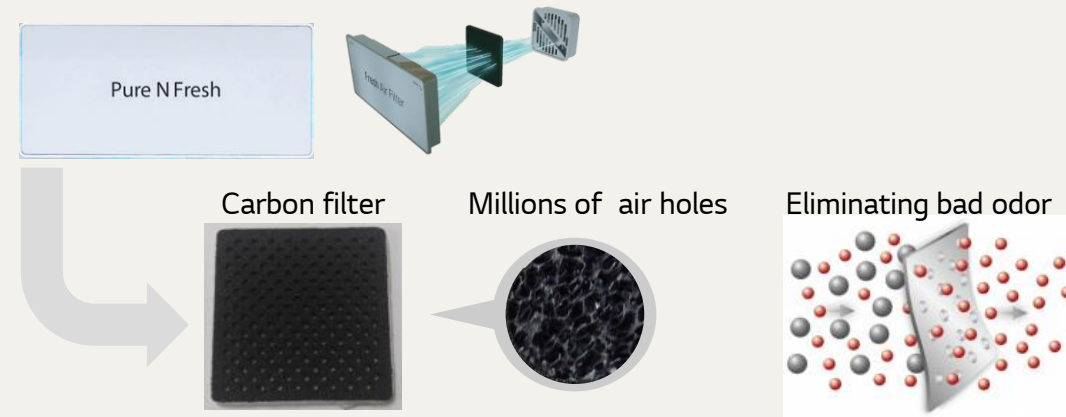
Feel free from smells of various foods in refrigerator.

Pure N Fresh contains strong carbon filter and powerful fan that removes bad odors efficiently.



① Fresh air circulation

"Fresh air filtrated from Pure N Fresh is emitted to the all shelves from the air duct."



② Suction Fan

"Fan absorbs air with bad odor and removes odor efficiently."

③ Carbon Filter

"Carbon filter adsorbs bad odor particles on its surface."

Timeless metallic silver finish will elevate your kitchen's value.

Metallic decoration inside and out gives a feel of cool while adding a premium look.



Modern Flat Door

Long-lasting beauty
designed with maximized
simplicity



Cool Guard+

Silver accents line the shelves
and drawers to complete the
interior's premium and elegant
feel.

Smart storage drawers built-in

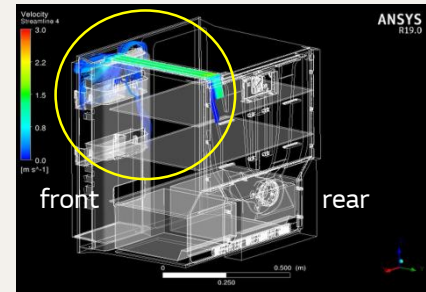
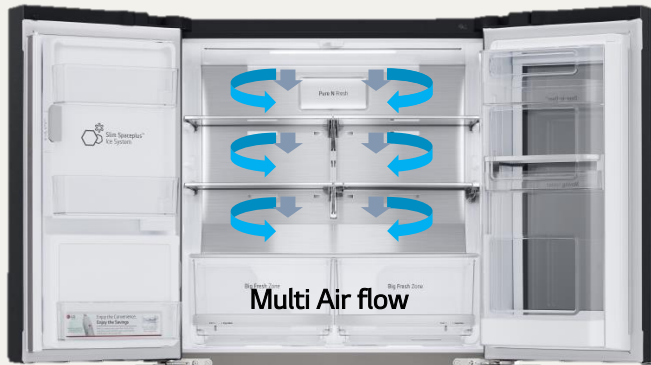
Clever storage built into the fridge floor, provides additional space for convenient access to small items such as chocolate, eggs or cheese.



Surround Cooling = Door Cooling + Multi Air Flow

Cold air comes out from front vent by top ceiling duct and back by multi air flow air vents.

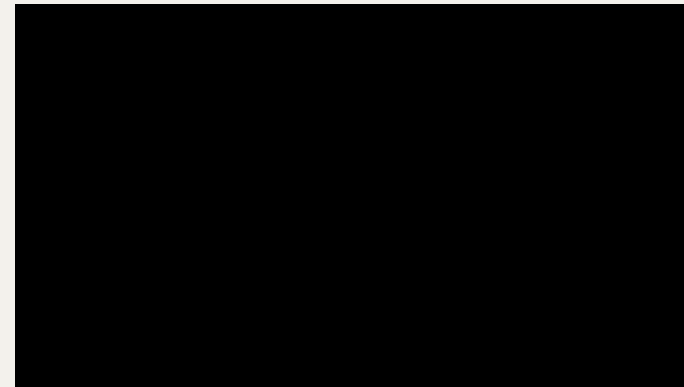
Surround Cooling makes Cold air circulate all around corner of the fridge and keep food fresher for longer.



Door Cooling, special air duct from the top makes inside cool fast & even!

Door Cooling only

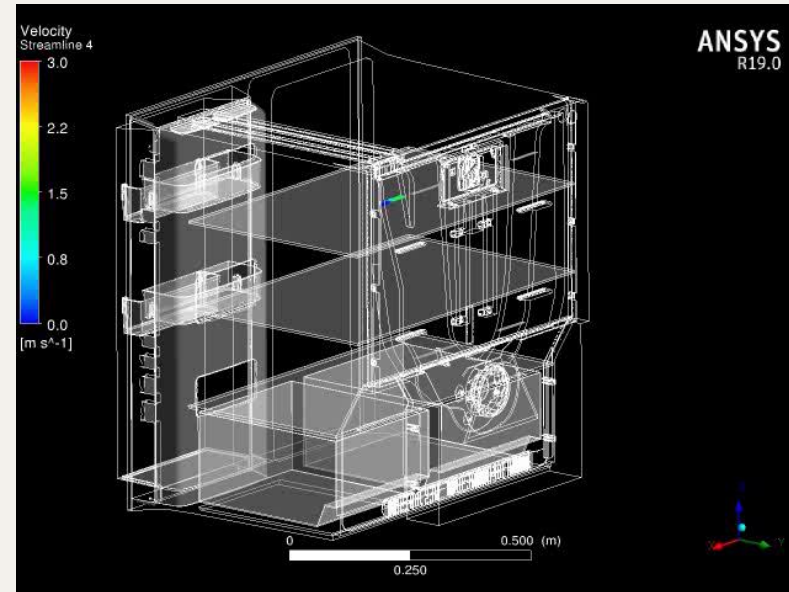
Surround Cooling



Door cooling especially help lower the door temperature fast.

It is difficult to maintain door temperature at the proper level continuously.

Door cooling supplies cold air directly and quickly from front vent to the door section and make items cool fast.



Smart Fresh Air applies optimal food storage algorithm with usage pattern analysis

Smart Fresh Air minimizes inner temperature rises with the intensive cooling logic two hours before frequent door opening times of users, based on the accumulated data on an hourly, daily, and weekly basis.

1. Conditions of Function input

※ Need to turn on LGThinQ App

- Learning by opening the refrigerator door for more than 30 seconds for the past 3 weeks. (setting the schedule for the overused section)

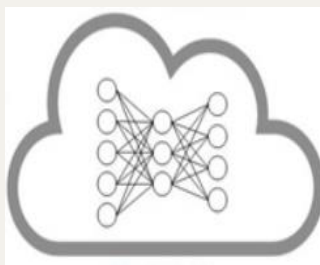
(1) 3Weeks Study

- Door open time & frequency
- temperature rise



(2) Deep Learning

AI Smart Learner



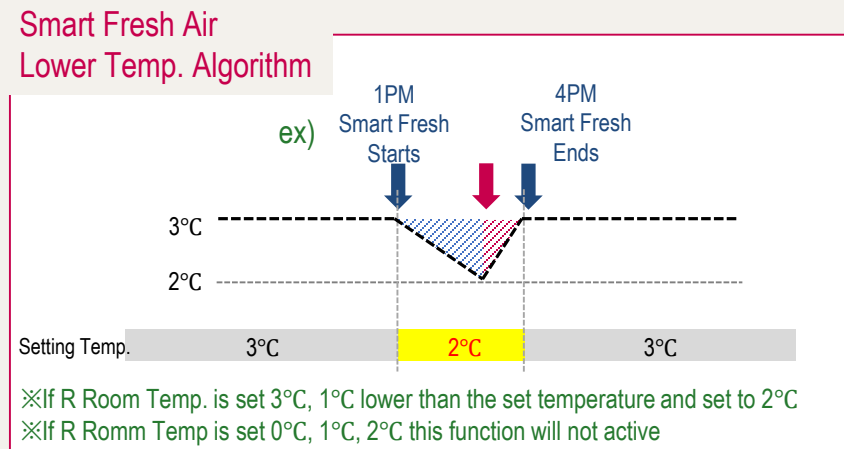
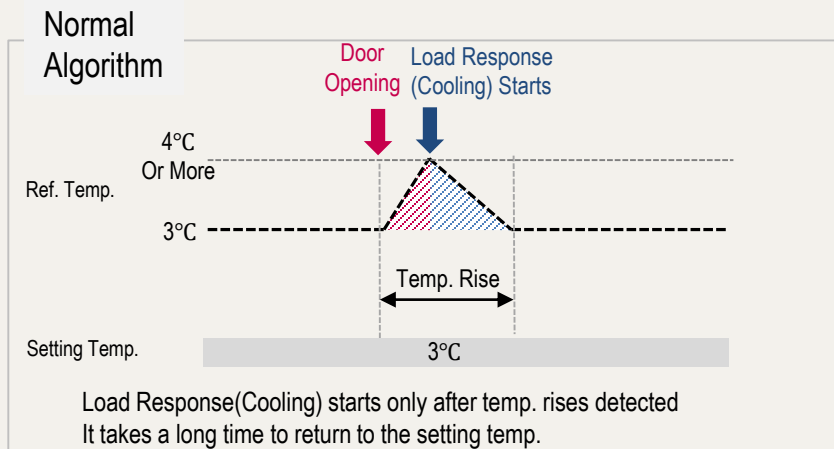
(3) schedule setting (7 days later)



- Blank Normal Usage
- Overuse(Past)
- Overuse(Future)

2. Smart Fresh Air Function

- Smart Fresh Air Makes Setting temp lower 1°C than User set temperature for 3 hours from 2 hours before.



Economic Care+ optimizes energy use with customer usage pattern analysis

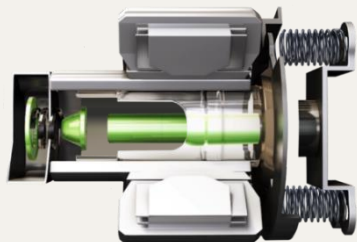
The Linear compressor decides to turn into either “Save Mode” or “Power Mode” based on your refrigerator usage patterns. Economic Care+ makes such compressor movements as to reduce wasted energy.

1. Conditions of Function input

-Economic Care+ Function is applied automatically.

2. Economic Care+ Function

-Basically If the Refrigerator judges overload, it turns on the Power mode (otherwise turns on the Save mode) in that case Economic Care+ Changes Power mode to Save mode to save Energy.



Inverter Linear Compressor - Two Step Coil Control



Save Mode



Economic Care+ finds the times when you use your refrigerator less often using your usage patterns during the past three weeks.

Save Mode allows more economical compressor movements centered right around your life style !

Power Mode



Power Mode turns on automatically during the times when you open your fridge more than usual.

This allows your fridge to minimize temp. rises by providing cold air powerfully around the times you start to open the fridge door.

