



Lattice and LG Collaborate to Bring Edge AI Solutions to 2022 LG gram Premium Laptop Lineup

July 19, 2022

HILLSBORO, Ore.--(BUSINESS WIRE)--Jul. 19, 2022-- [Lattice Semiconductor](#) (NASDAQ: LSCC), the low power programmable leader, today announced that the company's AI and computer vision software solution, Glance by Miramatrix®, powers [LG's latest gram laptop lineup](#). The new [LG gram lineup](#) leverages the software's attention sensing technology to provide security and digital wellness features for a new generation of advanced user experiences.

"At Lattice, we are committed to leading the latest innovations in AI that help our customers drive a product differentiation strategy around the concept of smarter devices," said Denis Lavallee, Senior Vice President and General Manager, Miramatrix Software Products at Lattice Semiconductor. "We are excited to collaborate with LG, a global leader in consumer electronics, and help bring to market more natural and intuitive user experiences with the latest LG gram lineup."

"The 2022 gram series is designed to deliver excellent portability, outstanding performance, and novel user experiences," said Young-jae Seo, Senior Vice President IT Business of LGE. "Lattice's Glance by Miramatrix software enables users to enjoy AI-enabled features that will enhance both security and convenience."

Glance by Miramatrix software offers advanced attention-sensing technology ideal for computer vision in PCs and other applications.

- **Security and Privacy:** Prevents visual hacking and protects a user's privacy.
- **Digital Wellbeing:** Prevents screen fatigue and promotes ergonomic and healthy posture.
- **Intelligent Collaboration:** Brings out the best of users in good quality videoconferencing experiences.
- **Productivity:** Facilitates multitasking and provides ease-of-use and more natural user interface.

The LG gram laptops featuring Lattice's Glance by Miramatrix software are now available at [LG.com](#) and at select LG-authorized retailers in the U.S and global markets. For more information on the LG gram 2022 lineup, visit [lg.com/us/laptops](#).

About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$48.5 billion global innovator in technology and manufacturing. In the United States, LG sells a wide range of innovative home appliances, home entertainment products, commercial displays, air conditioning systems, and vehicle components. The "Life's Good" marketing theme encompasses how LG is dedicated to people's happiness by exceeding expectations today and tomorrow. LG is a 2022 ENERGY STAR® Partner of the Year-Sustained Excellence. [www.LG.com](#).

About Lattice Semiconductor

Lattice Semiconductor (NASDAQ: LSCC) is the low power programmable leader. We solve customer problems across the network, from the Edge to the Cloud, in the growing Communications, Computing, Industrial, Automotive, and Consumer markets. Our technology, long-standing relationships, and commitment to world-class support let our customers quickly and easily unleash their innovation to create a smart, secure, and connected world.

For more information about Lattice, please visit [www.latticesemi.com](#). You can also follow us via [LinkedIn](#), [Twitter](#), [Facebook](#), [YouTube](#), [WeChat](#), [Weibo](#), or [Youku](#).

Lattice Semiconductor Corporation, Lattice Semiconductor (& design), and specific product designations are either registered trademarks or trademarks of Lattice Semiconductor Corporation or its subsidiaries in the United States and/or other countries. The use of the word "partner" does not imply a legal partnership between Lattice and any other entity.

GENERAL NOTICE: Other product names used in this publication are for identification purposes only and may be trademarks of their respective holders.

View source version on [businesswire.com](#): <https://www.businesswire.com/news/home/20220719006038/en/>

MEDIA CONTACT:

Sophia Hong
Lattice Semiconductor
503-268-8786
Sophia.Hong@latticesemi.com

INVESTOR CONTACT:

Rick Muscha

Lattice Semiconductor

408-826-6000

Rick.Muscha@latticesemi.com

Source: Lattice Semiconductor