



LG Home Appliances

2023 Demo Guide



Laundry





FX Front Load Washers

Display Mode, AI Wash, 6 Motion™, TurboWash™ 360°



1. Press and hold **Temp & Delay Start**
2. Press **Power** (Demo Mode will appear on the display)
3. Let go of the Power, Temp & Delay Start Buttons.
4. When on the desired demo mode press **Play**

When you want to stop and switch to another demo, simply press the play button to go back to the main demo mode menu.

AI Wash

Shows how AI Wash provides the most advanced cleaning. Detects load size, fabric type, soil level and optimization.

6 Motion

Use this demo to highlight LG's industry leading wash performance via our exclusive 6Motion™ technology.

Display Demo

This mode will light up the display and have it go through cycles & options, while providing cycle descriptions.

TurboWash

This feature allows you to drastically reduce cycle time and energy all without sacrificing performance.



Front Load Washers (27" & 29")

6 Motion & Display Demo's



d01 (27") / d03 (29")

6 Motion Demo Mode

Use this demo to highlight LG's industry leading wash performance via our exclusive 6Motion technology.

1. Press and hold **Temp & Delay Wash**
2. Press **Power** (d01 will appear on the display)
3. Use the Delay Wash button to toggle between demo modes
4. When on the desired demo mode press **Play**

The order of the six motions during demo mode ;



Tumble Stepping Scrub Rolling Swing Filtration

d04 (not avail on 29")

Display Demo

When activated the lights will flash in a set pattern in order to draw customers attention on the salesfloor.



Front Load Washers (27" & 29")

Spin Speeds Demo



Spin Demo

This demo shows the power of the Inverter Direct Drive Motor. It also demonstrates how quiet and stable LG washers are while reaching these extremely fast RPM's.



1. Press and hold the **Spin & Soil** buttons
2. Press **Power** (all display lights will turn on)
3. Press **Play** to activate spin mode
4. Press **Play** again to show 50RPM (50 appears in display)
5. Press **Play** again to show 600RPM (60 appears in display)
6. Press **Play** again to show 1150RPM (115 appears in display)

*Note – LG 27" Washers can actually reach up to 1300 RPMS during a cycle



Washers & Dryers

Smart Diagnosis™ Demo



1. Plug in the machine and Press **Power**
2. Press and hold the **Temp** button for 5 seconds
3. The Smart Diagnosis™ signal will then activate while the display counts down from 6 seconds

Smart Diagnosis™ Demo

Use this Demo to highlight the amazing technological advantage LG provides their customers. This feature allows our machines to tell our service center what the issue is and what parts need to be ordered.

Via LG's ThinQ app, help is only a click away. Now problems can be diagnosed without ever needing to call an LG representative. The application will record and analyze the signal sent from the appliance and can instantly provide troubleshooting steps to help resolve the problem.



WashTower

6 Motion Demo



The order of the six motions during demo mode ;



d1

6 Motion Demo Mode

This demo highlights LG's industry leading wash performance via our exclusive 6 Motion technology.

*Note – this demo works best when placing a couple of items inside the drum to enhance the visual effect of each movement.



1. Plug the Washer into a standard 110V power supply
2. Press and hold the **Soil & Pre-wash** buttons
3. Press Power → **d1** should appear in the display
4. Press play



WashTower

Display Demo

1. Plug the Dryer in using a 220V cheater cord
2. Press and hold the **Time Dry & Wrinkle Care** buttons
3. Press Power →
4. Press play (**SEE** will appear in the display once activated)

d4

Display Demo

When activated the lights will flash in a set pattern in order to draw customers attention on the salesfloor.

The Washer and Dryer each have their own display demo. If a dryer cheater cord is not available, the washer demo can still be activated on its own.



1. Plug the Washer into a standard 110V power supply
2. Press and hold the **Soil & Pre-wash** buttons
3. Press Power → **d1** should appear in the display
4. Press Steam & TurboWash Buttons together until **d4** appears
5. Press play (**SEE** will appear in the display once activated)



WashTower

Smart Pairing Demo

d8

Smart Pairing Demo

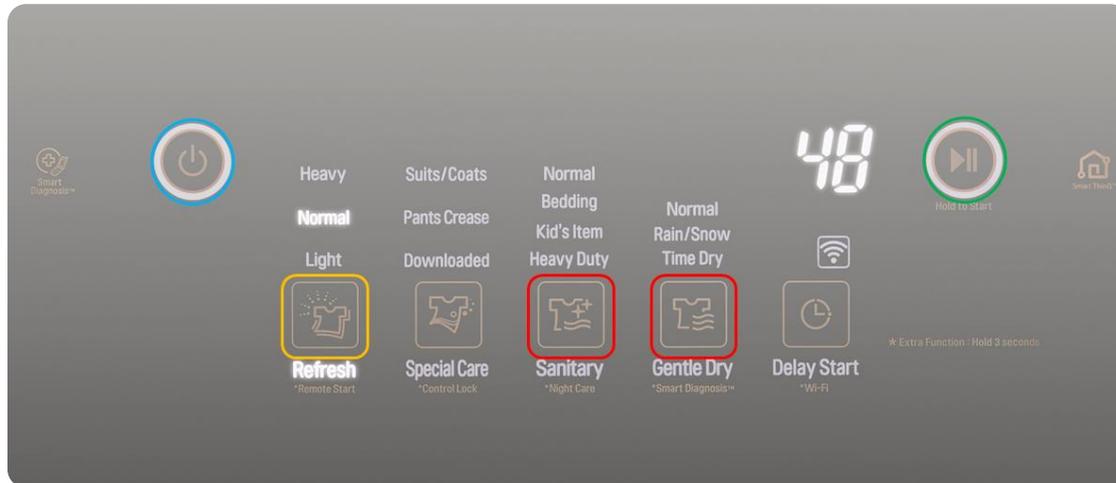
This demo shows the WashTower's ability to communicate cycle data from the washer to the dryer.

The Washer and Dryer each have their own display demo. If a dryer cheater cord is not available, the washer demo can still be activated on its own.



1. Plug the Washer into a 110V outlet + plug in the Dryer using a 220V cheater cord
2. On the Washer press and hold the **Soil** & **Pre-wash** buttons
3. Power on the washer → **d1** should appear in the display
4. Press **Steam** & **TurboWash** Buttons together until **d8** appears
5. Press play (**Bedding** cycle is selected and starts a countdown)
6. Press Power on the Dryer (**Bedding** cycle will automatically be selected)

Styler



1. Press and hold **Dry & Sanitary**
2. Press **Power** (dE0 will appear on the display)
3. Use the **Refresh** button to toggle between modes
4. When on the desired demo mode press **Play**

dE0

Moving Hanger & Steam

This demo highlights the moving hanger system. You can also add steam to the visual by selecting the Gentle Dry button.

dE2

9 Minute Refresh

This will allow you to demo the refresh cycle in 9 minutes. The LED's will remain on for the entire demo.

dE1

9 Minute Refresh

This will allow you to demo the refresh cycle in 9 minutes. The LED's will remain on for about 3-4 mins.

dE3

Moving Hanger

This demo highlights the moving hanger system alone.

*Note – Leave the door open after performing a steam demo to let the Styler dry out



Refrigeration





Refrigerator

Display Mode

Non-Dispensed Models



Dispensed Models



Studio InstaView (SRFVC2416S | SRFVC2406S)



OFF (Display Mode)

This mode allows you to plug in and showcase your LG Refrigerator on the salesfloor without having the compressor system turned on.

1. Plug in the refrigerator
2. Open the fridge door(s)
- 3a. Press and hold both the **Refrigerator** & **Ice Plus** buttons for 5 seconds
- 3b. or - Press and hold the **Refrigerator** button while pushing **Ice Plus** 3 times
4. When demo mode has been activated, **OFF** will be displayed

1. Plug in the refrigerator
2. Open the right-side fridge door
- 3a. Press and hold both the **Refrigerator** & **Ice Plus** buttons for 5 seconds
- 3b. or - Press and hold the **Refrigerator** button while pushing **Ice Plus** 3 times
4. When demo mode has been activated, **OFF** will be displayed

1. Plug in the refrigerator
2. Open the fridge doors
3. Press and hold the **Refrigerator** button while pushing ***Wi-Fi** 3 times
4. When demo mode has been activated, **OFF** will be displayed



Refrigerator

Twist Ice Demo



Demo Video | [Click to Watch](#)

LG Slim SpacePlus Ice makers don't use any heating elements in order to release the ice from the tray into the bin below.

The main advantage is that this greatly reduces ice clumping, plus it helps us reduce energy consumption.

Essentially when the ice is ready to be released into the bin, the ice tray will twist itself to release the ice, just like a traditional ice tray.

You can demonstrate the twisting motion in store by opening the Slim SpacePlus™ Ice maker door and removing the ice bin. Then simply press the button found underneath the tray's controller.





Refrigerator

Smart Diagnosis™ Demo



Smart Diagnosis™ Demo

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Dispensed Models



1. Open the right-side fridge door
2. Point out the Smart Diagnosis™ logo and hold your phone up to it
3. On the dispenser display hold the **Lock** button
4. Press and hold the **Freezer** button for 5 seconds
5. The Smart Diagnosis™ signal will then activate while the display counts down from 3 seconds. This shows how any phone can pick up the signal from our Smart Diagnosis™ equipped appliances.

Non-Dispensed Models



1. Open the fridge doors
2. Point out the Smart Diagnosis™ logo and hold your phone up to it
3. Press and hold the **Freezer** button for 5 seconds
4. The Smart Diagnosis™ signal will then activate while the display counts down from 3 seconds. This shows how any phone can pick up the signal from our Smart Diagnosis™ equipped appliances.



Ranges





Range

InstaView™ Demo

InstaView™ Demo

Keep the heat inside with InstaView™. With two quick knocks on the oven door, you can view your food while cooking to check the progress without letting the heat out. With regards to Free-Standing Ranges, this also keeps you from having to reach over a hot cooktop – increasing overall safety.

- 1a. Plug in a Gas InstaView Range to a standard 110V outlet
- 1b. Plug in an Electric InstaView Range using a 220V cheater cord
2. After the Range has been plugged in for 60 seconds you can then knock twice on the oven door to highlight LG's InstaView™ feature





Range

Lock Out Demo



LG Slide-in Electric Ranges have the ability to completely lock out all controls. Both the cooktop elements and oven controls become fully disabled.

This takes away the safety concern customers often have when making a decision to buy a front consoled range.

This gives you a huge advantage when promoting an LG range over competitive brands that do not have this *peace of mind* capability.



1. Plug in an Electric Slide-in Range using a 220V cheater cord
2. Hold the ***Control Lock** button for 5 seconds
3. Show the customer the door locks and none of the cooktop elements or oven controls will activate. This ensures complete safety and peace of mind



Range

Smart Diagnosis™ Demo



Smart Diagnosis™ Demo

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- 1a. Plug in a Gas Range to a standard 110V outlet
- 1b. Plug in an Electric Range using a 220V cheater cord
2. Press and hold the **Start** button for 5 seconds
3. The Smart Diagnosis™ signal will then activate while the display counts down from 5 seconds. This shows how any phone can pick up the signal from our Smart Diagnosis™ equipped appliances.