

LG OLED ULTRA HD 4K TV

The Brilliance of OLED. The Clarity of 4K.

Core Messaging and Key Visuals

Help tell the LG OLED Ultra HD 4K TV story by using these core messages and key visuals.



LG OLED TV

THE ULTIMATE DISPLAY

The stunning design of LG OLED TV is only 4.3 mm thick at its thinnest point. Picture quality is spectacular, with Infinite Contrast that ranges from the most blazing whites to the deepest blacks. And, LG's exclusive 4 Color Pixel technology delivers bright, vibrant colors.

4K ULTRA HD

ULTRA HD is a new standard in picture quality, and it's the future of high-end video display in the home. The resolution is four times that of Full HD 1080p,* with a whopping 8.3 million pixels to display flawless images, even when viewed up close.

Infinite Contrast

Bottomless Blacks

OLED self-lighting pixels are able to switch on and off individually, offering the first infinite contrast ratio. Contrast ratio measures the range from the brightest whites on the screen to the darkest blacks. Higher is better, and infinite has been impossible... until now.

4 Color Pixel

Vivid Color

LG's 4 Color Pixel technology adds a white sub-pixel to the conventional three colors (red, green and blue) that enhances both color range and accuracy. This considerably improves the OLED pixels' ability to express realistic colors and represents a giant step ahead of conventional RGB displays. The 4 Color Pixel is LG's exclusive innovation for the next-generation OLED TV.

Absolute Motion Clarity

Clear Motion, Only 0.1 Microsecond Away

The critical response time of an LG OLED TV—its ability to refresh the image on screen—is less than 0.1 μ s (microseconds), drastically faster than an LED TV. So expect even the fastest action to be dependably crystal clear and virtually blur-free.

Tru- ULTRA HD Engine Pro

Turn HD into Near ULTRA HD

LG's Tru-ULTRA HD Engine Pro is our best resolution enhancer yet, that even better upscales content, for a better picture quality on LG's ULTRA HD 4K TVs. Now you can upscale content so closely to native 4K, it is nearly impossible to tell the difference. All your Blu-rays, DVDs and TV programs look amazing, even on big screen sizes.



*4K/UHD content delivery standards still being developed.