LG

10 YEARS
WORLD'S NO.1
OLED TV BRAND*

A DECADE AT THE TOP

THE ONE AND ONLY
LG OLED evo



Life's Good.

SRK SPEAKS



"I have been an ardent admirer and owner of LG TVs, since 2013. The evolution of LG TV technology, especially the OLED has been truly inspiring. It's been astonishing to see how LG TVs exquisitely fit into the home space. It's a work of art, a big-screen cinema, a portal to gaming worlds, and a front-row seat to the biggest sporting events. It has everything that you can imagine. I eagerly wait for the other TVs to go out of order so that I can replace them with an LG TV."



OLED AWARDS

LG OLED TVs are the product of persistent innovation. Each new model has evolved to take entertainment to the next level, earning multiple awards and reaffirming its unbeatable legacy of innovation and leadership.

10 YEARS

WORLD'S NO.1
OLED TV BRAND*

LG has been at the forefront of the entertainment revolution, delivering advanced products and elevating the customer service experience. In the process, it has become India's most trusted TV brand.

CES INNOVATION AWARDS 2023 HONOREE

CES INNOVATION AWARDS 2023 BEST OF INNOVATION

INDIA'S MOST TRUSTED TV BRAND 2023

INDIA'S MOST TRUSTED TV BRAND 2022

INDIA'S MOST DESIRED TV BRAND 2021

INDIA'S MOST TRUSTED TV BRAND 2020

*Source : Omdia. Unit shipments, 2013-2022. Visit https://omdia.com for more details.
LG OLED Flex received the 2023 CES 'Best of Innovation' award in Gaming and 2023 CES 'Honoree' award in Video Displays. LG OLED M received the 2023 CES 'Honoree' award in Embedded Technologies in Video Displays. As per TRA's Brand Trust Report 2023, 2022 and 2020 and TRA's Most Desired Brands Report 2021, a study conducted by TRA Research Pvt. Ltd. All above results are not an endorsement of LG Electronics. Any reliance on these results is at the third party's own risk.

OLED RANGE

Widest Range of OLED

From the world's biggest to the world's smallest,
there's an OLED for every environment.



The Epic Size

The Blockbuster View

Now, memorable sporting championships, season finales, and blockbuster movies are as large as life on the 223cm (88)[1], 210cm (83)[2] and 245cm (97)[3] displays.



The Personal Size

Get Closer to the Action

The 106cm (42)[4] and 121cm (48)[5] LG OLED models are the most compact and ideal for your game nook, bringing huge immersion to whatever you play.



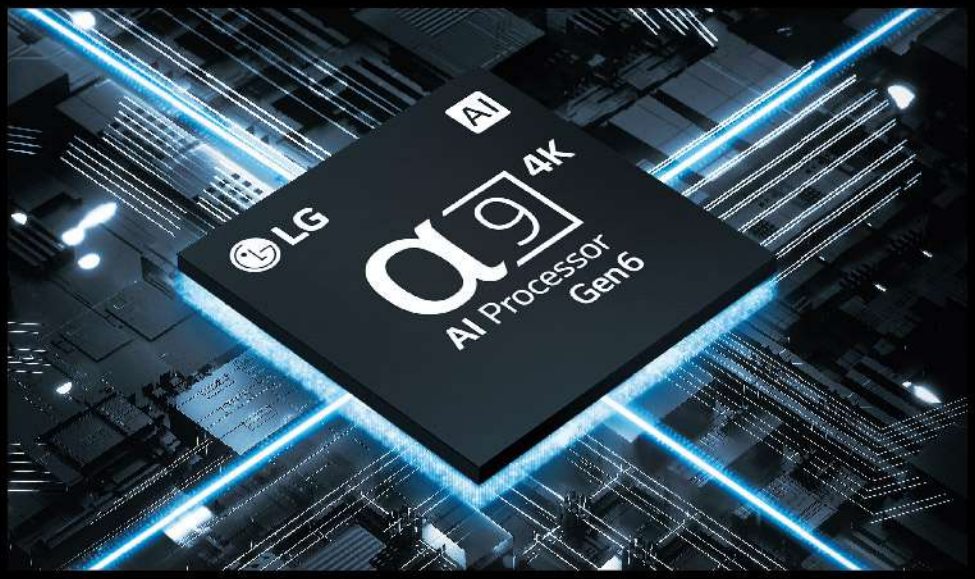
1. 223cm (88) model available only in the LG OLED Z3 series.
2. 210cm (83) model available in the LG OLED C3 series.
3. 245cm (97) model will be available in LG OLED G2 series.
4. 106cm (42) model available only in the LG OLED C3 series.
5. 121cm (48) model available in the LG OLED C3 series & LG OLED Pose.

OLED TECH

α9 AI Processor 4K Gen6

Evolution at its Core

The 6th Generation α9 AI Processor removes noise, and optimizes contrast and saturation. The result is crisp, high-quality visuals.



OLED Dynamic Tone Mapping Pro

OLED Dynamic Tone Mapping Pro refines imagery through an enhancement process that emphasizes contrast in low-gradation areas, brightens mid-tone areas, and adds expressive detail to high-gradation areas.



*α9 AI Processor Gen6 available in Z3, G3 and C3 series only.
*Screen images simulated.

OLED TECH

AI Super Upscaling

The AI processing system uses AI Noise Reduction, AI Super Resolution and deep learning algorithms to enhance faces and objects, making them look more defined, expressive, and multi-dimensional.



HDR Expression Enhancer

HDR Expression Enhancer applies individual tone mapping curves to the objects your eyes are naturally drawn to, making them stand out sharply and expressively.



*HDR Expression Enhancer available in Z3, G3 and C3 series only.

OLED PICTURE

Brightness Booster Max

Behold Even Brighter OLED

LG OLED's iconic self-lit pixels shine brighter[6] than before with the Light Boosting Algorithm, Light Control Architecture, and other refinements driven by α9 AI Processor 4K Gen6.

LG OLED evo



up to 70% Brighter*

*70% brighter applies to 139cm (55) / 164cm (65) / 195cm (77) G3. **Brightness differs by series and size.
6. Compared to non OLED evo models and based on the Full White measurement.

OLED PICTURE

SELF-LIT OLED

No Backlight Necessary

Pixels reach their brightest, most brilliant potential when they stand alone and shine without the dull glow of a backlight.



100% Color Fidelity & 100% Color Volume

Maximum color fidelity allows you to enjoy a true color appearance with exact color volume just like the original.

Infinite Contrast

With deep dark blacks that can only be achieved by self-lit pixels, bold contrast reveals details your eyes usually miss with crisp, defined visuals.





*Screen images simulated.

OLED PICTURE

Spellbinding Cinema

Scenes come to life with Dolby Vision's ultra-vivid picture and the immersive spatial audio of Dolby Atmos.

Dolby VISION Dolby ATMOS



AI Picture Wizard

Pick your favorite images, and AI Picture Wizard analyzes 85M cases from 27 categories to set your ideal sharpness, contrast, and chroma.



OLED 8K DISPLAY



8K

8K[7] Display

Self-lit Pixels Take 8K to a New Viewing Dimension

This is the 8K generation. Experience the true finesse of visual technology with LG. Even non-8K content is remastered before your eyes with Advanced AI 8K Upscaling for a picture like native 8K.

7. 8K available on the LG OLED Z3 series.



OLED SOUND

WOW Orchestra

TV and Soundbar in Harmony

Use your LG OLED TV with an LG Soundbar, and they work together like one speaker to create three-dimensional concert hall sound.



AI Sound Pro

Sounds Like You're in the Scene

The α9 Gen6 AI Processor up-mixes 2-channel audio into virtual 9.1.2 channel sound. Feel the action and chaos around you, just like you're the main character of the movie.

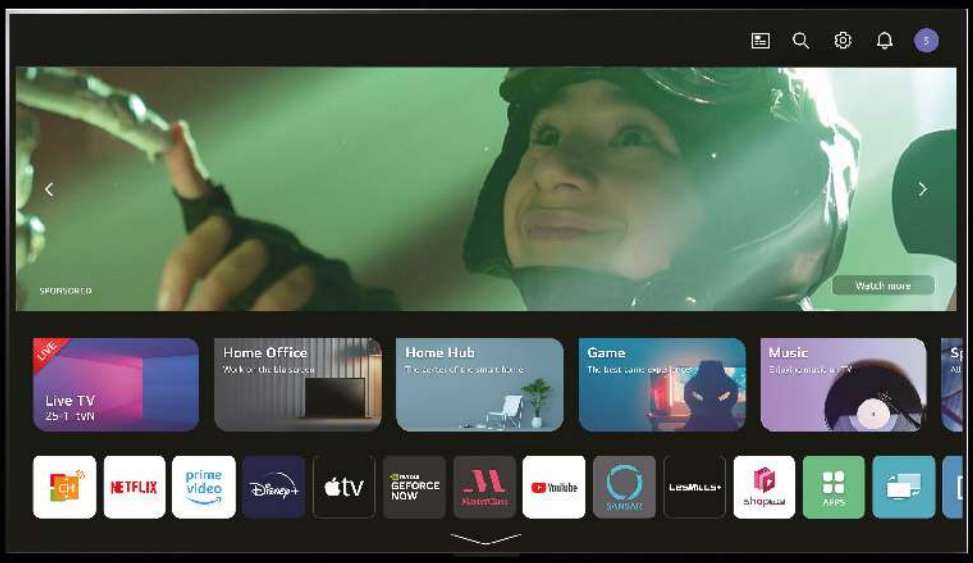


OLED SMART

WebOS 23 New Home

Tailored to Your Liking

From your favorite content to your preferred way to view, webOS 23 New Home is the hub that revolves around you.



My Profile

Get tailored movie recommendations, an overview of your team's next games, and your own notifications, all from one place dedicated to you.



Quick Card

Create dedicated cards for your favorite apps and services. Arrange them how you like, switch them up, and jump quickly into your content.



*Screen images simulated.
**Supported menus and apps may vary by country.
***Menus displayed may be different upon release.

OLED LIFESTYLE

One Wall Design

Flush-fit like Wallpaper

The specially designed wall bracket gives your OLED TV a flush-fit with virtually zero gap against the wall[8].





*One Wall Design feature applies only to LG OLED G3.
8. Depending on the installation environment, there may be a slight gap between the TV and the wall. Installation may vary. See installation guide for details.

OLED LIFESTYLE

All-around Design

From Any Angle, Experience a New Side of Life

With a design that looks stunning from every angle, you can enjoy Posé front to back, left to right as it seamlessy blends into your decor.



LG OLED | Objet Collection Posé

DESIGN AWARD 2023

reddot winner 2022
best of the best

*Images are simulated. The maximum weight of books that can be stored in the space behind product may vary.
Awarded for design excellence with iF Design Award 2023 and reddot best of best 2022. For more information, visit www.ifdesign.com and red-dot.org

OLED GAMING

Ultimate Gaming

Embark on Epic Gaming Adventures

A blazing-fast 0.1ms response time, NVIDIA G-Sync compatibility, AMD FreeSync Premium, VRR support and gamer-oriented UX come together to create a clear and smooth gaming experience.



NVIDIA G-Sync

LG OLED's self-lit pixels combine with NVIDIA G-Sync[9] to keep the game smooth even when the action is blazing fast.

Dolby Vision Gaming

LG OLED is the first in industry to support Dolby Vision Gaming 4K at 120Hz[9]. Making your game feel real smooth.

9. NVIDIA G-Sync and Dolby Vision gaming 4K at 120Hz is supported on LG OLED Z3, G3, C3, B3 Series and LG OLED Pose.

**VRR is a certified specification of HDMI 2.1.
*Response time tested and certified by Intertek.

OLED GAMING

Game Dashboard & Optimizer

Game Settings at a Glance

Apply the ideal settings for your game genre and playing environment with Game Optimizer and Game Dashboard. Dive into Sound Tab and amplify the action or Game Tab to make sure everything looks and feels just right.



Game Dashboard

Reign Over Your Gameworld

Now access and change the settings without pausing the game with Game Dashboard. You're always just a few clicks away from your ideal game settings.



Game Optimizer

Fine-tune Your Game Display

Game Optimizer gives you the ideal settings according to the genre. Enjoy reduced lag, greater clarity, and play the game at its absolute optimum.

OLED EYE CARE

Eye Comfort

Care for Your Eyes with Kinder Television

Eye Comfort Display
Flicker-free
Low Blue Light Content

Flicker-free Display
Discomfort Glare-free
(UGR less than 22)



*LG OLED TV sets have been certified as low-blue light displays by TUV-Eyesafe®.
10. Low blue light comparison made between LG LED TVs and LG OLED TVs.

Low Blue Light

Screen Time Made Clean

LG OLED emits only a small, non-harmful amount of blue light*. So even a blissful lazy Sunday in front of the TV can be enjoyed with the least pressure[10] on your eyes.

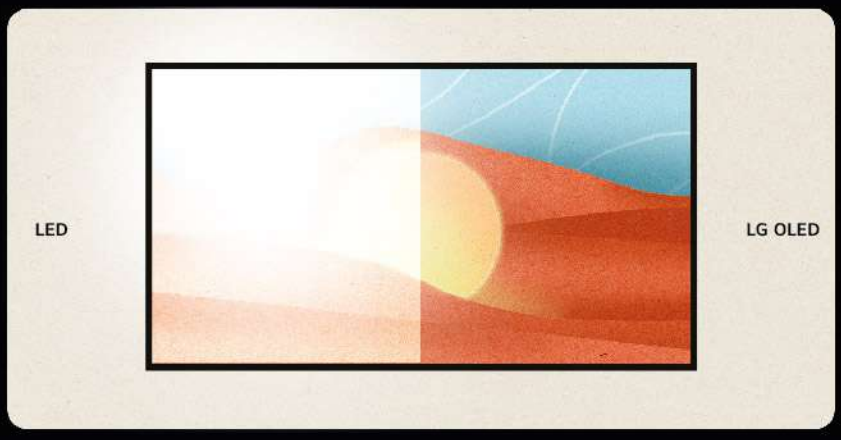


*LG OLED TV panels have been certified as Flicker Free by UL. 11-A. The results of the flicker-free certification are related to OLED panel tests. The comparison was made between LG LED TVs and LG OLED TVs. B. Shooting conditions: 120Hz display for both OLED and LED, default picture setting / shutter speed : 50FPS 120°. C. The results may vary depending on the shooting and playback conditions.

Flicker Free

Entertainment Made Comfortable

Screen flickers, even if practically invisible, tire our eyes when exposed to it for too long. LG OLED cares for your eyes with Flicker Free* certification[11] from UL.



*LG OLED TV panels have been certified as Discomfort Glare Free by UL. 12-A. Results are based on the Unified Glare Rating (UGR) evaluation method. B. Verification is issued when UGR is less than 22 when watching TV between 70 lux and 300 lux. 13. Compared with LG LED TVs.

Discomfort Glare Free

Less Glare in Every Light

LG OLED televisions are proudly the industry's first to receive Discomfort Glare Free Certification*[12]. No matter the lighting condition, the display panels produce moderate luminance for a comfortable view[13].

OLED SPECS

LG SIGNATURE
OLED 8K



Z3
223cm (88)

Display	OLED evo 8K with Brightness Booster Max
Refresh Rate	120Hz
Processor	α9 AI Processor 8K Gen6
Dolby	Dolby Vision / Dolby Atmos
Tone	Dynamic Tone Mapping Pro
Speaker	4.2ch / 80W
Sound	Virtual 9.1.2 Up-mix / AI Clear Sound
Smart	Alexa Built-in, Works with Hey Google, Apple Airplay and HomeKit
Game	NVIDIA G-Sync / AMD FreeSync / VRR
HDMI features	ALLM / eARC
Connectivity	WiFi 6 / HDMI 2.1 – 4ea

OLED SPECS

LG OLED evo



G3/G3X*

195cm (77) / 164cm (65) / 139cm (55)

Display	OLED evo 4K with Brightness Booster Max
Refresh Rate	120Hz
Processor	α9 AI Processor 4K Gen6
Dolby	Dolby Vision / Dolby Atmos
Tone	Dynamic Tone Mapping Pro
Speaker	4.2ch / 60W
Sound	Virtual 9.1.2 Up-mix / AI Clear Sound
Smart	Alexa Built-in, Works with Hey Google, Apple Airplay and HomeKit
Game	NVIDIA G-Sync / AMD FreeSync / VRR
HDMI features	ALLM / eARC
Connectivity	WiFi 6 / HDMI 2.1 – 4ea

*Available in 164cm (65)

OLED SPECS

LG OLED evo



C3

210cm (83) / 195cm (77) / 164cm (65) / 139cm (55) / 121cm (48) / 106cm (42)

Display	OLED evo 4K with Brightness Booster Max
Refresh Rate	120Hz
Processor	α9 AI Processor 4K Gen6
Dolby	Dolby Vision / Dolby Atmos
Tone	Dynamic Tone Mapping Pro
Speaker	2.2ch / 40W, 2.0ch / 20W-106cm (42)
Sound	Virtual 9.1.2 Up-mix / AI Clear Sound
Smart	Alexa Built-in, Works with Hey Google, Apple Airplay and HomeKit
Game	NVIDIA G-Sync / AMD FreeSync / VRR
HDMI features	ALLM / eARC
Connectivity	WiFi 5 / HDMI 2.1 – 4ea

OLED SPECS

LG OLED



B3

195cm (77) / 164cm (65) / 139cm (55)

Display	OLED 4K
Refresh Rate	120Hz
Processor	α7 AI Processor 4K Gen6
Dolby	Dolby Vision / Dolby Atmos
Speaker	2.0ch / 20W
Sound	Virtual 5.1.2 Up-mix
Smart	Alexa Built-in, Works with Hey Google, Apple Airplay and HomeKit
Game	NVIDIA G-Sync / AMD FreeSync / VRR
HDMI features	ALLM / eARC
Connectivity	WiFi 5 / HDMI 2.0 – 2ea. HDMI 2.1 - 2ea

OLED SPECS

LG OLED | Objet Collection Posé



LX1

139cm (55) / 121cm (48) / 106cm (42)

Display	OLED evo 4K with Brightness Booster
Refresh Rate	120Hz
Processor	α9 AI Processor 4K Gen5
Dolby	Dolby Vision / Dolby Atmos
Tone	Dynamic Tone Mapping Pro
Speaker	4.0ch / 40W
Sound	Virtual 7.1.2 Up-mix / Clear Voice Pro
Smart	Alexa Built-in, Works with Hey Google, Apple Airplay and HomeKit
Game	NVIDIA G-Sync / AMD FreeSync / VRR
HDMI features	ALLM / eARC
Connectivity	WiFi 5 / HDMI 2.1 – 3ea

OLED SPECS

LG OLED evo



G2

164cm (65) / 139cm (55)

Display	OLED evo 4K with Brightness Booster Max
Refresh Rate	120Hz
Processor	α9 Gen5 AI Processor 4K
Dolby	Dolby Vision / Dolby Atmos
Tone	Dynamic Tone Mapping Pro
Speaker	4.2ch / 60W
Sound	Virtual Surround 7.1.2 / AI Clear Sound
Smart	Built-in Google Assistant & Alexa, Apple Airplay & HomeKit
Game	NVIDIA G-Sync / AMD FreeSync/ VRR
HDMI features	ALLM/eARC
Connectivity	WiFi 6 / HDMI 2.1 – 4ea

OLED SPECS

LG OLED evo



C2X

164cm (65) / 139cm (55) / 121cm (48)

Display	OLED evo 4K with Brightness Booster
Refresh Rate	120Hz
Processor	α9 Gen5 AI Processor 4K
Dolby	Dolby Vision / Dolby Atmos
Tone	Dynamic Tone Mapping Pro
Speaker	2.2ch / 40W
Sound	Virtual Surround 7.1.2 / AI Clear Sound
Smart	Built-in Google Assistant & Alexa, Apple Airplay & HomeKit
Game	NVIDIA G-Sync / AMD FreeSync/ VRR
HDMI features	ALLM/eARC
Connectivity	WiFi 5 / HDMI 2.1 – 4ea

