



A masterpiece perfected by
time-honed expertise

LG OLED_{evo} AI

The Next Generation of LG AI TV



Life's Good.

AWARDS & ACCOLADES



The World's No.1

11 years later, still on top

Our reign as the world's favorite OLED continues.



LG leads the way in TV innovation with cutting-edge technology and superior design. Consistently earning top ratings and accolades, LG continues to set the standard in home entertainment.



*CES 2024 Innovation Awards Honoree given to LG OLED88Z3 under Category : Video Displays, Digital Imaging/ Photography, Audio/Video Components & Accessories.

*CES 2024 Innovation Awards Honoree given to LG OLED83C4 under Category : Audio/Video Components & Accessories *AVforums – LG OLED65G4 rated 10/10, Best in Class. LG OLED65C4 rated Highly Recommended *AVforums - Best Smart TV System 2023/24 - LG WebOS 23 * What Hi-Fi rated LG OLED65C4 5/5 (Stars) *HDTVtest – LG OLEDG4 Highly Recommended Best in Class *iF Design award for TV UX Design to WebOS24

*Omdia. 11 years of Number 1 regarding most sold units 2013-2023. This result is not an endorsement of LGE or its products. Visit <https://www.omdia.com/> for more details. LG is the most trusted brand for the year 2019, 2020, 2022, 2023 as per TRA's brand trust report.

AI-POWERED OLED EXPERIENCE

alpha 11 AI Processor

11 years of expertise packed into one chipset

The only chipset dedicated to OLED redefines the experience through deep learning, graphics, and speed.

6.7x Faster AI Performance

7.7x Improved Graphics

2.8x Processing Speeds



AI Customization

Syncs with how you watch



AI Picture Wizard

A picture tailored to your taste

AI Picture Wizard creates a picture tailored exactly to your unique taste from 85 million possibilities.



AI Acoustic Tuning

The optimal audio fits your space

The sound system detects the room layout and your sitting position to create a dome of sound tuned to your room's unique acoustics.



AI Brightness Control

Intelligence that's bright in any light

Brightness Control detects the light in your space and balances the picture for crisp visuals.

*Screen images simulated. **The specification is based on LG OLED G4 comparison by a conventional TV with alpha 5 AI Processor. ***The specification may differ by product and series.

AI Picture Pro

Feel authentic realism in every frame



AI Super Upscaling

AI fine-tunes the resolution

After classifying the frame, AI Noise Reduction and AI Super Resolution realistically elevate scenes.

*Screen images simulated.



AI Director Processing

Preserves colors that set the mood

Appreciate movies with a clearer recreation of the director's intended color-grading and emotional nuance.

*Screen images simulated. **AI Director Processing is only available on alpha 11 AI Processor.

AI Sound Pro

Hear every detail of the soundscape



Virtual 11.1.2ch Surround

Lifelike audio soars through your space

Experience the insane immersion of an all-encompassing 11.1.2 virtual surround sound system.



AI Voice Remastering

Voices cut through bustling backdrops

Even in thrilling scenes, hear the main character talk over all the action.



Dynamic Sound Booster

Impactful sound resonates

AI processor refinements give your sound a dynamic boost packed with power.



Adaptive Sound Control

Sound suits whatever you watch

Adaptive Sound Control balances the audio according to the genre in real-time for rich clarity.

*Screen images simulated. **Virtual 11.1.2ch Surround and AI Voice Remastering are only available on alpha 11 AI Processor. ***Must be activated through the sound mode menu. ****Sound may vary according to the listening environment.

BRIGHTNESS BOOSTER MAX

Brightness, now 150% brighter

An improved Light Boosting Algorithm and Light Control Architecture turn up the brightness by 150%¹.



*150% brightness enhancement covers 3% of the screen, and applies to 55/65/77/83G4. 97G4 is not included. **70% brighter applies to 55/65/77/83G4. ***30% brighter applies to 55/65/77/83C4. ****Brightness differs by series and size. *****Screen images simulated.
1.Compared to non OLED evo models and based on the Full White measurement.

OLED CARE+

3-Year Warranty

Peace of mind prevails

Relax and enjoy more with OLED Care Technology's integrated panel care that keeps your screen like new for longer and the confidence of a 3-year complete warranty.



COMPLETE WARRANTY*

*OLED Care+ is only available on LG OLED TVs G4. 3 year warranty includes 1st year of standard product warranty and additional 2 years of promotional warranty.

LG Shield

Enhanced security for your TV

In today's connected world, it is imperative to protect your TV from the risk of security vulnerabilities. LG Shield provides timely updates to protect your data so that you can enjoy the benefits of smart technology while minimizing the risks from hacking and viruses.



ONE WALL DESIGN

Seamless design shows virtually zero gap

LG OLED is a masterpiece of design that inspires a lifestyle that's sophisticated and chic. Its stunningly slim form complements any space and elevates it to the next level.



*The image is based on LG OLED G4, and bezel size and feature details differ by series and size. 3. 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.

PERFECT FIT WITH LG SOUNDBAR

The top-tier soundbar worthy of the best-in-class LG OLED



*LG Soundbar, 'SG10TY', is used in following features (Flush Fit with zero gap and WOW Synergy with Soundbar) for illustration purpose.

WOW Interface

Simplicity at your fingertips

Access WOW Interface on LG TV for simple soundbar control, like modes, profiles, and handy features.

*Soundbar can be purchased separately, and Soundbar Mode Control may vary by model. **LG TV Remote usage is limited to certain features only. ***Please note that the service may not be available at the time of purchase. A network connection is required for updates. ****WOW Interface compatible TVs: OLED G4, C4 and B4.



WOW Orchestra

Every picture is perfectly on pitch

WOW Orchestra brings the unique sound of your LG Soundbar and LG OLED together in synergy.

*Please note that the service may not be available at the time of purchase. A network connection is required for updates. **WOW Orchestra compatible TVs: OLED G4, C4 and B4.



WOWCAST Built-in

Watch your TV with zero mess in sight

Break up with wires and hear the full potential of your LG Soundbar's audio quality with WOWCAST.

*Please note that the service may not be available at the time of purchase. A network connection is required for updates. **WOWCAST compatible TVs: OLED G4, C4 and B4.



WEBOS RE:NEW PROGRAM

Every year, a new TV for 5 years

Stay up to date with handy features and technologies through 4 promised webOS upgrades over 5 years.



*The webOS Re:New Program supports a total of 4 webOS upgrades over five years. **The five-year upgrade threshold for the webOS Re:New Program is the global launch of a new product. ***The first upgrade to webOS will occur two years from the time of purchase. ****Customers receive 5 versions of webOS including the current version at point of purchase. *****Upgrades are available for 2022 release models including all OLED and 8K QNEDs, and models released after 2023 include UHD, NanoCell, QNED and OLED. *****Features are subject to change and some feature, application, and service updates may vary by model.

Make your TV experience yours

Experience TV that's made for you with My Profile, AI Picture Wizard, AI Concierge, and Quick Cards.



*Supported menus and apps may vary by country and be different upon release. **Keyword recommendations vary according to the app and time of day and are only provided in countries that support NLP in their native language. ***Applied to OLED/QNED/NanoCell/UHD model manufactured in the year of 2023 and after. ****Screen images simulated.

DOLBY VISION & ATMOS

Dolby Vision and FILMMAKER Mode

Authentic movie scenes burst into life

Transform movie night. Dolby Vision's ultra-vivid picture comes together with the support of FILMMAKER MODE™ to preserve the director's intention, optimizing the picture quality while ensuring no distortion or over-processing.



*Screen images simulated. **FILMMAKER MODE™ is a trademark of UHD Alliance, Inc.

Dolby Atmos

Enticing soundscapes surround you

Hear action surround you with Dolby Atmos's unparalleled clarity, intricate detail, and spatial depth.



*Screen images simulated.

ULTIMATE GAMEPLAY

NVIDIA G-Sync & AMD FreeSync Premium

Where fast action never stutters

Obliterate tears and lags with AMD FreeSync Premium, G-Sync compatibility, 144Hz Mode, and VRR built-in.



*Certified for "Excellent Gaming Performance" and response times by Intertek. **The specification of VRR, for OLED G4,C4, ranges from 40Hz to 144Hz and is a certified HDMI 2.1.
144Hz Mode applies to 55/65/77/83" G4 and is compatible with PC-connected content. *144Hz of C4 only works with games or PC inputs that support 144Hz
*****The specification of VRR for OLED B4 ranges from 40Hz to 120Hz and is a certified HDMI 2.1.

Game Optimizer & Game Dashboard

Controls right where you need them

Don't pause to use Game Optimizer and Game Dashboard.



*Game Dashboard is activated only when both "Game Optimizer" and "Game Dashboard" is on. **Screen images simulated.

OLED TV RANGE

G4

246cm (97) / 195cm (77) / 164cm (65) / 139cm (55)

NEW



Display	OLED evo 4K with Brightness Booster Max
Refresh Rate	144Hz
Processor	α11 AI Processor 4K
Tone	OLED Dynamic Tone Mapping Pro
AI Picture	AI Super Resolution & Noise Reduction, AI Director Processing
AI Sound Pro	Virtual 11.1.2 Ch, Voice Remastering, Dynamic Sound Booster
AI Customization	AI Picture Wizard, AI Brightness Control, AI Acoustic Tuning
Operating System	WebOS 24 Re:New Program
Multi-View	Up to 4 Screens
Dolby	Dolby Vision / Dolby Atmos
Speaker	4.2Ch/ 60W
Smart	Chromecast Built-in, Alexa Built-in, Apple Airplay 2, Apple Home
Game	NVIDIA G-Sync / AMD FreeSync Premium/ VRR (Up to 144Hz)
Connectivity	WiFi 6 / Bluetooth / HDMI 2.1 - 4ea

C4/C4X

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

NEW



Display	OLED evo 4K with Brightness Booster
Refresh Rate	144Hz
Processor	α9 AI Processor 4K Gen7
Tone	OLED Dynamic Tone Mapping Pro
AI Picture	AI Super Resolution & Noise Reduction
AI Sound Pro	Virtual 9.1.2 Ch, Dynamic Sound Booster
AI Customisation	AI Picture Wizard, AI Brightness Control, AI Acoustic Tuning
Operating System	WebOS 24 Re:New Program
Dolby	Dolby Vision / Dolby Atmos
Speaker	2.2Ch / 40W 2.0Ch / 20W-106cm (42)
Smart	Chromecast Built-in, Alexa Built-in, Apple Airplay 2, Apple Home
Game	NVIDIA G-Sync / AMD FreeSync Premium / VRR (Up to 144Hz)
Connectivity	WiFi 5 / Bluetooth / HDMI 2.1 - 4ea

B4

246cm (97) / 210cm (83) / 195cm (77)
164cm (65) / 139cm (55)

NEW



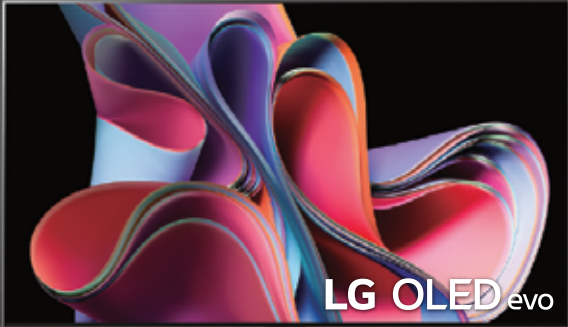
Display	OLED 4K
Refresh Rate	120Hz
Processor	α8 AI Processor 4K
Tone	Dynamic Tone Mapping Pro
AI Picture	AI Super Resolution & Noise Reduction
AI Sound Pro	Virtual 9.1.2 Ch, Dynamic Sound Booster
AI Customisation	AI Picture Wizard, AI Brightness Control, AI Acoustic Tuning
Operating System	WebOS 24 Re:New Program
Dolby	Dolby Vision / Dolby Atmos
Speaker	2.0Ch / 20W
Smart	Chromecast Built-in, Alexa Built-in, Apple Airplay 2, Apple Home
Game	NVIDIA G-Sync / AMD FreeSync Premium / VRR (Up to 120Hz)
Connectivity	WiFi 5 / Bluetooth v5.1 / HDMI 2.1 - 4ea

Z3
223cm (88)



Display	OLED evo 8K with Brightness Booster Max
Refresh Rate	120Hz
Processor	α9 AI Processor 8K Gen6
Tone	Dynamic Tone Mapping Pro
Operating System	WebOS 23 Re:New Program
Multi-View	Up to 2 Screens
Dolby	Dolby Vision / Dolby Atmos
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 Apple Home
Game	NVIDIA G-Sync / AMD FreeSync / VRR
Connectivity	WiFi 6 / Bluetooth / HDMI 2.1 – 4ea

G3
195cm (77) / 164cm (65) / 139cm (55)



Display	OLED evo 4K with Brightness Booster Max
Refresh Rate	120Hz
Processor	α9 AI Processor 4K Gen6
Tone	Dynamic Tone Mapping Pro
Operating System	WebOS 23 Re:New Program
Multi-View	Up to 2 Screens
Dolby	Dolby Vision / Dolby Atmos
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 Apple Home
Game	NVIDIA G-Sync / AMD FreeSync / VRR
Connectivity	WiFi 6 / Bluetooth / HDMI 2.1 – 4ea

C3

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



Display	OLED evo 4K with Brightness Booster
Refresh Rate	120Hz
Processor	α9 AI Processor 4K Gen6
Tone	Dynamic Tone Mapping Pro
Operating System	WebOS 23 Re:New Program
Dolby	Dolby Vision / Dolby Atmos
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
Connectivity	WiFi 6 / Bluetooth / HDMI 2.1 – 4ea

B3

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



Display	OLED 4K
Refresh Rate	120Hz
Processor	α9 AI Processor 4K Gen6
Operating System	WebOS 23 Re:New Program
Dolby	Dolby Vision / Dolby Atmos
Speaker	2.2Ch / 2.0Ch
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
Connectivity	WiFi 5 / Bluetooth / HDMI 2.0 – 2ea / HDMI 2.1 – 2ea

Posé

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



LG OLED | **Objet** Collection

Display	OLED evo 4K with Brightness Booster
Refresh Rate	120Hz
Processor	α9 AI Processor 4K Gen5
Tone	Dynamic Tone Mapping Pro
Operating System	WebOS 24, WebOS Re:New Upgradable
Dolby	Dolby Vision / Dolby Atmos
Speaker	4.0Ch / 40W
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
Connectivity	WiFi 6 / Bluetooth / HDMI 2.1 – 3ea

PEACE OF MIND WITH **EXTENDED WARRANTY**

Renew your happiness and avail exclusive services only
with LG Best Care Plan.

Why **CHOOSE** LG Extended Warranty?



CONVENIENCE

A dedicated team of
engineers at your service



GENUINE SPARE PARTS

Use of only Genuine Spare Parts



VALUE FOR MONEY

No visit charge & functional
parts cost



PREVENTIVE MAINTENANCE*

Regular visit from engineers on call



24x7 Call Center

Engineer is just a call away



QUALIFIED ENGINEERS

Service by company trained &
qualified engineers

Care
Delight
LG Service

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1800 315 9999 (Toll Free)
www.lg.com/in/support

LG WhatsApp No.
9711709999
LG Service India Mobile App
Available at Google Play



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