**Global Awards 2020**

**Signature OLED ZX 8K**

*tom’s guide*

“The most elegant wall-mountable designs we’ve ever seen.”
LG Gallery OLED TV - ZX Series
2020-01-06

**Gallery Design OLED GX**

*techradar*

“The GX model is an impressive all-in-one set.”
LG Gallery OLED TV - GX Series
2020-01-06

**What Hi-Fi?**

“The GX has certainly set a mighty benchmark.”
LG Gallery OLED TV - GX Series
2020-05-22

**OLED CX**

*tom’s guide*

“LG CX fully deserves our Highly Recommended Award.”
LG OLED TV CX Series
2020-03-24

**G-Sync Compatible OLED TV**

*trusted Reviews*

“G-Sync on LG OLED TVs is a Total Game Changer.”
G-Sync Compatible TV
2018-02-23

“LG and Nvidia team up to create G-Sync gaming TVs – and they look awesome.”
G-Sync Compatible OLED TV
2016-08-10

**SELF-LIT OLED**

**SELF-LIT PIXELS** take TV to a new level

LG OLED TV is unique. Thanks to its self-lit technology, 100 million self-lit sub-pixels* come together to deliver the next level of TV. Enjoy the deepest blacks, richest colors, and most realistic picture quality.

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*See datasheet for display specifications (OLED TV 4K/55/65) at www.lg.com.

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*OLED TV 4K/55/65: 2020-05-22*
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*Calculation based on multiplying 8K resolution (7680 x 4320) and four sub-pixels.
LG OLED powers REAL 8K

LG OLED 8K TVs exceed the strict requirements established by the Consumer Technology Association to define the new generation of 8K products. With over 100 million self-lit sub-pixels* on an ultra-large screen, LG OLED 8K TV delivers more detail than ever before.

*According to CTA, when defining 8K Resolution, a display should meet a minimum of 50% Contrast Modulation (CM). The higher the CM value, the cleaner the image. With a CM level of more than 95%, LG OLED TVs deliver real 8K resolution, the highest in its class.

*Calculation based on multiplying 8K resolution (7680 x 4320) and four sub-pixels.

*Intertek logo is a registered trademark of Intertek Group plc. Intertek authentication only for 224cm (88) model and not an endorsement of LG. Any Reliance on these results is at third Party's Own Risk.
AI 8K Upscaling

See it in brilliant 8K resolution

Using deep learning algorithm, LG OLED 8K transforms 2K or 4K content into the most life-like 8K picture by enhancing detail and definition. Enjoy much clearer text and images with reduced noise and enhanced sharpness.

*Screen images simulated.

Built-in Video Decoder

More 8K videos in REAL 8K

With HEVC, AV1, and VP9 codec support, you can watch 8K YouTube videos as well as 8K videos from a USB storage device or streaming service.

1) With AV1, you can watch the latest 8K videos on YouTube. Support for HEVC and VP9 provide coverage for other streaming services and local media playback.
2) Streaming may require a software update after purchase. 8K content availability may vary depending on the service provider.
3) *8K playback requires a high-bandwidth internet connection.
ThinQ AI

TV takes a leap forward

Transform your TV into a central hub with the intelligent ThinQ AI. LG ThinQ allows simple command and control of your Home IoT ecosystem with natural voice recognition and there’s no remote needed. Also, with the Google Assistant and Amazon Alexa built-in, LG OLED TV makes life so much more convenient.

Hands-free Voice Control

Just Say “Hi, LG”

*Hands-Free Voice Control available with GX Model Only.
Just Say “Hi, LG”

Hands-free Voice Control

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Amazon Alexa Built-in

Just ask, Alexa does the rest

Speak to Alexa on your LG TV to play music, check weather, control smart home devices, and access more than 1,00,000 skills and more. Also check traffic updates, weather reports, alarms, with one voice command.

AirPlay 2

AirPlay lets you do it all

Effortlessly stream, share and mirror your favorite content from your iPhone, iPad or Mac. Play your favorites from the Apple TV app and other video apps, or view photos right on your LG ThinQ AI TV.

The Google Assistant

Do more with your TV

Quickly find and play your favorite shows, get answers to things you want to know, and easily control your smart home devices.

LG Routines

Streamline your morning and bedtime routines

Automate your smart home devices. A bedtime routine includes ThinQ AI turning off the lights, turning down the air conditioner, and locking the doors when you say “Good Night.”

AI Recommendation

Get things you might like

Use simple voice requests to get recommendations on movies, TV shows, or channels based on your primary viewing pattern.

Home Dashboard

Your control board for everything connected

Keep everything connected in one place. Monitor and control your smart home devices directly from the LG ThinQ AI TV using the easy and intuitive Home Dashboard.
α9 Gen3 AI Processor 8K

A revolutionary TV experience

The 3rd generation α9 AI processor 8K analyzes the quality of the original content with deep-learning technology and optimizes output in accordance with your ambience. The best watching and listening experience with optimized picture and sound awaits.
A revolutionary TV experience

The 3rd generation α9 AI processor 8K analyzes the quality of the original content with deep-learning technology and optimizes output in accordance with your ambience. The best watching and listening experience with optimized picture and sound awaits.

SELF-LIT PiXELS make cinema more expressive

Unlimited Entertainment*

Find the latest movies, TV shows, documentaries, live sports and more on unlimited OTT Apps, right here in one place.

Dolby Vision IQ & Dolby Atmos®
With Dolby Vision IQ, picture quality is intelligently enhanced according to content genre and lighting conditions. Dolby Atmos® delivers an immersive audio experience.

FILMMAKER MODE™
The processor automatically adjusts the picture, turning off motion smoothing for the full motion picture effect. Watch films with the creative intent and cinematic experience preserved.

FILMMAKER MODE™ logo is a trademark of UHD Alliance, Inc.
Fast Response Time
With fast 1ms response time, get ready to play in full-force with reduced blurring and added clarity. Feel truly in-game with high-speed motion and gameplay.

G-Sync Compatible
LG OLED is the ultimate gaming TV as it offers industry-first NVIDIA G-SYNC compatible support. Thus, ensuring a gaming experience with minimum stutter, lag, and flicker.

HDMI 2.1
A higher frame rate, VRR, ALLM, and eARC with HDMI 2.1 support ensures smooth and synchronized graphics. LG OLED 8K TVs have been tested in accordance with the HDMI Compliance Test Specification (2.1d).

HGiG Profile
HGiG delivers the gaming graphics best matched with the identified TV. With LG OLED, play from a wide selection that will show every game at its absolute best.

Ultimate Gaming Experience
SELF-LIT PiXELS make games more responsive

*Screen images simulated
**NVIDIA G-SYNC is compatible with RTX 20 and GTX 16 graphics cards.
***Older GPUs will not support G-SYNC compatibility.
****NVIDIA G-SYNC logo shown in the creative belongs to respective trademark owner only, LG is not liable for same.

1) 4K@120Hz, eARC (Enhanced Audio Return Channel), VRR (Variable Refresh Rate) and ALLM (Auto Low Latency Mode) with HDMI 2.1
2) Test Specification: 2.1d with HCP, FRL12G(BR50), CEC, ARC, eARC 48G, HDR. 48G.

*Screen images simulated
Complete Sports Experience

SELF-LIT PiXELS make sports more realistic

Sports Alert
Sports Alert notifies you before, during, and after games and even when watching other content. Never miss out on the big plays from your favorite teams ever again.

OLED Motion
With OLED Motion feature, watch every quick and subtle movement of every player without the blur on your TV. With LG OLED, there’s no need to worry about blur or flicker.

Bluetooth® Surround Ready
Connect any two Bluetooth® speakers to help create a surround sound effect. Become more immersed in the game and get the feeling of a live atmosphere.

Eye Comfort Display
Binge watch with less blue light and easier viewing. LG OLED TVs surpass standards for blue light, flicker, and high-quality imaging.

*Screen images simulated.

*Connection Available: LG PK7/7W/5/5W, PL7/5, PN7/5, RL3, RM2, RN9/7/5, ON9/7/5

*Eye Comfort Display as certified by TÜV Rheinland. Low Blue Light Display Claim (OLED) as Verified by UL. Results are not an endorsement of LG Electronics. Any reliance on these results is at third-party’s own risk.
SELF-LIT OLED
Makes life more artistic

Self-lit pixels take TV design to the next level. The all-new Gallery Design is a work of art, its minimalistic lines lend a touch of sophistication to your wall and space.
SELF-LIT OLED

Makes life more artistic

Self-lit pixels take TV design to the next level. The all-new Gallery Design is a work of art, its minimalistic lines lend a touch of sophistication to your wall and space.

GX
195cm (77) / 164cm (65)

*FreeSync will be available from H2 with a software update.
***4K@120Hz, eARC (Enhanced Audio Return Channel), VRR (Variable Refresh Rate) and ALLM (Auto Low Latency Mode) with HDMI 2.1
****The cable may be visible depending on installation environment.
*****Depending on installation environment, there may be a slight gap between the TV and the wall.

Design
Gallery Design

Display
Self-Lit Pixels

Resolution
4K (3840 x 2160 pixels)

AI Processor
α9 Gen3 AI Processor 4K

Picture Quality
AI Picture Pro, Perfect Black, Perfect Color

Sound Quality
AI Sound Pro, AI Acoustic Tuning

AI / Smart
AI ThinQ™, Google Assistant, Amazon Alexa, Apple Homekit and Airplay2, Hands-free Voice Control

Cinema
Dolby Vision IQ & Atmos, FILMMAKER MODE™

Game
G-Sync, FreeSync, HDMI 2.1, VRR, ALLM, HGIG Mode

Sports
Sports Alert, Bluetooth® Surround Sound, OLED Motion

ZX
224cm (88)

Display
Self-Lit Pixels

Resolution
8K (7680 x 4320 pixels)

Design
Sculpture Design 88"

AI Processor
α9 Gen3 AI Processor 8K (AI 8K Upscaling)

Picture Quality
AI Picture Pro, Perfect Black, Perfect Color

Sound Quality
AI Sound Pro, AI Acoustic Tuning

AI / Smart
AI ThinQ™, Google Assistant, Amazon Alexa, Apple Homekit and Airplay2, Hands-free Voice Control

Cinema
Dolby Vision IQ & Atmos, FILMMAKER MODE™

Game
G-Sync, FreeSync, HDMI 2.1, VRR, ALLM, HGIG Mode

Sports
Sports Alert, Surround Sound, OLED Motion

**Images and specifications of each product may vary by region, country or screen size.
<table>
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<tr>
<td>Sound Quality</td>
<td>AI Sound Pro, AI Acoustic Tuning</td>
</tr>
<tr>
<td>AI / Smart</td>
<td>AI ThinQ®, Google Assistant, Amazon Alexa, Apple Homekit and Airplay2</td>
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<tr>
<td>Cinema</td>
<td>Dolby Vision IQ &amp; Atmos®, FILMMAKER MODE™</td>
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<tr>
<td>Game</td>
<td>G-Sync, FreeSync, HDMI 2.1, VRR, ALLM, HGIG Mode</td>
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<tr>
<td>Sports</td>
<td>Sports Alert, Bluetooth® Surround Sound, OLED Motion</td>
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</tbody>
</table>

*FreeSync will be available from H2 with a software update.
*Images and specifications of each product may vary by region, country or screen size.
**TV stand is not included with standard packaging. Applicable for 164cm (65) & 139cm (55).
***Customers to choose between a wall mount bracket or a table top stand at the time of installation. Applicable for 164cm (65) & 139cm (55).

<table>
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<th>BX</th>
<th>164cm (65) / 139cm (55)</th>
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Pure Colors in REAL 8K

LG NanoCell AI ThinQ™ REAL 8K

Display Self-Lit Pixels
Resolution 4K (3840 x 2160 pixels)
AI Processor
α9 Gen3 AI Processor 4K
Picture Quality AI Picture Pro, Perfect Black, Perfect Color
Sound Quality AI Sound Pro, AI Acoustic Tuning
AI / Smart AI ThinQ™, Google Assistant, Amazon Alexa, Apple Homekit and Airplay2
Cinema Dolby Vision IQ & Atmos®
FILMMAKER MODE™
Game G-Sync, FreeSync, HDMI 2.1, VRR, ALLM, HGIG Mode
Sports Sports Alert, Bluetooth® Surround Sound, OLED Motion

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

BX
164cm (65) / 139cm (55)
**CTA (Consumer Technology Association)** - A standard and trade organization representing more than 2,200 consumer technology companies in the United States.

* CTA logo is given to the product that verifying compliance with the official industry definition’s requirements.

---

**Reveal Pure Colors with NanoCell™ Display**

**Conventional**
RGB wavelength with impure colors

**LG NanoCell TV**
Pure RGB wavelength with impure colors removed

---

**Wide Viewing Angle**
Colors stay accurate

Unlike conventional TVs that may distort colors when a picture is viewed from the side, LG NanoCell TV precisely preserves color from both sides and the front viewing angles.

---

### Pure Colors

NanoCell Technology applies nanoparticles that filter out dull colors and enhance the purity of the RGB spectrum.

---

* Conventional means TVs without in-plane switching technology
* The relative size of the color gamut set at 100% when viewed from the center (0 degree).
* The data is based on LG internal research.
**Full Array Dimming**

With Full Array Dimming, LG NanoCell TV controls the backlight units individually. With precise backlight control, it maximizes black level and ensures clear and crisp images with superb contrast.

*Arrangement of Edge LED may vary by backlight structure.*

**Wide Viewing Angle**

**Colors stay accurate**

Unlike conventional TVs that may distort colors when a picture is viewed from the side, LG NanoCell TV precisely preserves color from both sides and the front viewing angles.

*Conventional means TVs without in-plane switching technology.

*The relative size of the color gamut set at 100% when viewed from the center (0 degree).

*The data is based on LG internal research.*
AI 8K Upscaling

Pure Colors complete the 8K large screen

The NanoCell TV delivers viewing experience like no other on a large screen. Pure Colors enhanced by NanoCell technology make spectacular images on an 8K scale.

Why REAL 8K?

To get the sense of realism from 8K, the actual number of pixels is important, but making each pixel appear separate and distinct to the eyes is more important. That’s what LG NanoCell 8K presents – the ‘REAL 8K’.

* According to CTA, when defining 8K Resolution, a display should meet a minimum of 50% Contrast Modulation (CM). The higher the CM value, the clearer the image. With a CM level of more than 95%, NanoCell TVs deliver REAL 8K resolution, the highest in its class.

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**α7 Gen3 AI Processor 4K**

**Elevates your viewing experience**

With deep learning algorithm, α7 Gen3 AI Processor 4K analyzes the on-screen content to deliver content at its most immersive. All adjustments are automatic, enhanced for the ultimate picture and sound, to make every viewing a spectacular one.

<table>
<thead>
<tr>
<th><strong>AI Picture</strong></th>
<th><strong>AI Brightness Control</strong></th>
<th><strong>AI Sound</strong></th>
<th><strong>Adaptive Sound Control</strong></th>
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</thead>
<tbody>
<tr>
<td>The 3rd generation α7 Intelligent Processor recognizes the quality of the original content and optimizes the clarity and sharpness by removing noise. The result is crisp, higher quality visuals.</td>
<td>A light sensor measures the ambient light, then the processor finely adjusts tone mapping for optimal screen brightness. HDR content is refined with brightness adjustments that transform darker scenes into ones with stunning contrast, detail, and color depth.</td>
<td>The 3rd generation α7 Intelligent Processor optimizes sound by genre by analyzing audio sources depending on content type.</td>
<td>Whatever you’re watching, drama, sports, movies, news, or music, the processor recognizes it and optimizes the sound for that specific content type. Newsreaders’ voices will be clearer, and movie sound effects will be more vivid.</td>
</tr>
</tbody>
</table>
Dolby Vision IQ & Dolby Atmos®
Dolby Vision IQ enhances the movie watching experience by intelligently adjusting brightness, color and contrast according to genre and lighting conditions. With Dolby Atmos®, enjoy an immersive audio experience.

FILMMAKER MODE™
Enjoy all your content at the cinematic standard and feel the full artistic intent of every film.

Unlimited Entertainment
All OTT content from Netflix, Amazon Prime, Disney+, Hotstar, Apple TV etc. are at your fingertips. Find your favorite movies, TV shows, sports etc. all in one place.

*FILMMAKER MODE™ logo is a trademark of UHD Alliance, Inc.
PURE COLORS
Bring the battlefield in front of you

Low Input Lag
NanoCell TV enables quick attack with minimum delay. It synchronizes your senses with real-time scenes in a fast-paced game with low input lag.

Flawless Drift with VRR
LG NanoCell TV has VRR support, the ultimate choice for your gaming setup. All console games will be clearer and smoother, with less lag and flicker.

HDMI 2.1
A higher frame rate, VRR, ALLM, and eARC support. HDMI 2.1 allows fast-moving content in higher resolution and smooth, synchronized graphics.

HGiG
HGiG recognizes TV performance of picture quality and tunes HDR graphics to provide the ultimate HDR gaming experience.

*4K@120Hz, eARC (Enhanced Audio Return Channel), VRR (Variable Refresh Rate) and ALLM (Auto Low Latency Mode) with HDMI 2.1
Gallery Design, a piece of art
With a minimal gap wall-mount and Gallery Mode, LG NanoCell TV can hang on your wall like a piece of art, giving your space a more sophisticated look.

*Connection with LG speakers is available now. Other brand speakers that do not comply with the specification may not be compatible.* Supported service may differ by country.

**PURE COLORS**
Create the real stadium feel

---

**Ultra Large Screen**
With Nano Accuracy, the NanoCell TV delivers accurate color from any angle without distortion.

**Sports Alert, Don’t Miss the Shot**
Now never miss out. Receive notifications of your favorite sports and teams before, during and after games, even if you’re viewing other content.

**Bluetooth® Surround Ready**
NanoCell TV up-mixes 2.0 ch sound to richer virtual 4.0 sound and creates an immersive live-game atmosphere by connecting two Bluetooth® speakers.

**Motion Pro**
The Motion Pro feature catches every quick and subtle player movement without motion blur. With LG NanoCell, blurs and flickers are history.

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NANO99

190cm (75) / 164cm (65)

AI ThinQ™, Google Assistant, Amazon Alexa, Apple Homekit and Airplay2, Hands-Free Control
AI Processor α9 Gen3 AI Processor 8K
Picture Quality NanoCell™ Display / Full Array Dimming Pro / Wide Viewing Angle / AI Picture Pro
HDR HLG Pro, HDR 10 Pro
Sound AI Sound Pro, AI Acoustic Tuning
Cinema Dolby Vision IQ & Atmos®, FILMMAKER MODE™, Cinema HDR
Game HDMI 2.1, VRR, ALLM, HGIG Mode
Sports Sports Alert, Bluetooth® Surround Sound, Motion Pro

NANO91

218cm (86) / 190cm (75) / 164cm (65) / 139cm (55)

AI thinQ™, Google Assistant, Amazon Alexa, Apple Homekit and Airplay2
AI Processor α7 Gen3 AI Processor 4K
Picture Quality NanoCell™ Display / Full Array Dimming / Wide Viewing Angle / AI Picture
HDR HLG Pro, HDR 10 Pro
Sound AI Sound, AI Acoustic Tuning
Cinema Dolby Vision IQ & Atmos®, FILMMAKER MODE™, Cinema HDR
Game HDMI 2.1, VRR, ALLM, HGIG Mode
Sports Sports Alert, Bluetooth® Surround Sound, Motion Pro

*Images and specifications of each product may vary by region, country, or screen size.  
*Certain 8K input/decoding standards may not be supported.  
*An additional device may be necessary to support certain 8K standards.
### NANO86
**164cm (65) / 139cm (55)**

- **AI:** AI ThinQ™, Google Assistant, Alexa, Apple Homekit and Airplay2
- **AI Processor:** α9 Gen3 AI Processor 8K
- **Picture Quality:** NanoCell™ Display / Full Array Dimming Pro / Wide Viewing Angle / AI Picture
- **HDR:** HLG Pro, HDR 10 Pro
- **Sound:** AI Sound Pro, AI Acoustic Tuning
- **Cinema:** Dolby Vision IQ & Atmos®, FILMMAKER MODE™, Cinema HDR
- **Game:** HDMI 2.1, VRR, ALLM, HGIG Mode
- **Sports:** Sports Alert, Bluetooth® Surround Sound, Motion Pro

*Images and specifications of each product may vary by region, country, or screen size.

### NANO80
**164cm (65) / 139cm (55) / 124cm (49)**

- **AI:** AI ThinQ™, Google Assistant, Alexa, Apple Homekit and Airplay2
- **Processor:** Quad Core Processor
- **Picture Quality:** NanoCell™ Display / Local Dimming / Wide Viewing Angle
- **HDR:** Active HDR
- **Sound:** ULTRA Surround Sound and AI Acoustic Tuning
- **Cinema:** FILMMAKER MODE™
- **Game:** HDR Profile
- **Sports:** Sports Alert, Bluetooth® Surround Sound

*Images and specifications of each product may vary by region, country, or screen size.

### SM81
**139cm (55)**

- **AI:** LG ThinQ™ AI / Built-in Google Assistant / Built-in Alexa / Apple AirPlay2
- **Processor:** Quad Core Processor
- **Picture Quality:** NanoCell™ Display / Wide Viewing Angle
- **HDR:** 4K Active HDR (HDR 10 Pro/HLG)
- **Sound:** DTS Virtual X

*Images and specifications of each product may vary by region, country, or screen size.
Unlimited Entertainment

Multiplex in your home

Get a wide variety of OTT content at your fingertips. Your favorite movies, TV shows, documentaries, live sports and more are now all in one place.
Unlimited Entertainment
Multiplex in your home
Get a wide variety of OTT content at your fingertips. Your favorite movies, TV shows, documentaries, live sports and more are now all in one place.

Dolby Vision IQ & Dolby Atmos®
Enjoy professionally mastered visuals and sound
GX Series

420W RMS Power Output with 3.1ch
Super Slim & Gap-Less Design
Dolby Atmos® / DTS: X
High Resolution Audio
HDR10
eARC
4K Pass through with Dolby Vision™ Support
AI Sound Pro

An Artistic addition to your home
SN10YG
570W RMS Power Output with 5.1.2ch
Dolby Atmos® / DTS: X
Meridian Audio
High Resolution Audio
Google Assistant
AI Room Calibration
HDR10
eARC
4K Pass through with Dolby Vision™ Support
AI Sound Pro

SN8YG
440W RMS Power Output with 3.1.2ch
Dolby Atmos® / DTS: X
Meridian Audio
High Resolution Audio
Google Assistant
AI Room Calibration
HDR10
eARC
4K Pass through with Dolby Vision™ Support
AI Sound Pro

SN6Y
420W RMS Power Output with 3.1ch
DTS Virtual: X
High Resolution Audio
ARC
AI Sound Pro
Wireless Subwoofer
HDMI In & Out
Bluetooth®
Optical In

Meridian Technology for Exceptional Sound
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<td>77 (195Cm) / 65 (164Cm)</td>
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<td>4K OLED / 3840 x 2160</td>
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*SQM : Segmentation Quality Metric*