LG OLED commercial displays are able to render **PERFECT BLACK**.

» No other commercial display technology is able to achieve perfect black. «

### How LG OLED Does It

<table>
<thead>
<tr>
<th>LG OLED Black</th>
<th>LCD Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>LG OLED uses self-lighting pixels as the light source. Each pixel can turn on, brighten, dim and turn off completely. You can't get any darker than turning off completely.</td>
<td>LCDs require a built-in backlighting or edge-lighting unit. The always-on lighting unit bleeds light into the black areas, making them more of a deep gray.</td>
</tr>
</tbody>
</table>

### Advantages of LG OLED Perfect Black

- **MORE DARK DETAILS**
  - LG OLED can show details that appear just above black, because it can turn the pixels fractionally on.

- **INTENSE & ACCURATE COLOR**
  - LG OLED provides truer color reproduction because there is no light bleed from other pixels to wash the color out.

- **INFINITE CONTRAST RATIO**
  - LG OLED can maintain incredible image sharpness when bright objects are next to dark areas.

### LG OLED’s Perfect Black Can Help Your Business

Your products, logos, branding elements and other content will look their **ABSOLUTE BEST**, and **ATTRACT** and **HOLD CUSTOMER ATTENTION** like never before. And the greater the customer attention, the greater the potential to **BOOST YOUR BOTTOM LINE**.

Just Picture It.