

Nobody Does **BLACK** Like LG OLED

LG OLED

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

LG OLED Black

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.

VS.

LCD Black

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.

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.