



Life's Good.

LG ANNOUNCES INITIAL PRICING AND AVAILABILITY FOR ITS LG OLED B5 SERIES

ENGLEWOOD CLIFFS, N.J., May 12, 2025 – LG Electronics (LG) is rolling out its 2025 OLED B5-series TV lineup in the United States. Led by the 83-inch LG OLED B5, the B-series inherits LG's latest in AI technology, and introduces improved processing, powerful gaming features and enhanced picture quality. The [83-inch LG OLED B5](#) (\$4,499) is available now for pre-order on LG.com with additional sizes (77-, 65- and 55-inch) available now at LG-authorized retailers. For more information, visit [LG.com](#).

LG OLED B5, a well-balanced choice that combines visual excellence with compelling gaming performance

With Perfect Black and Perfect Color technology on over 8.3 million self-lit smart pixels powered by the Alpha 8 AI Processor Gen2, LG's OLED B5 series is designed to create an incredible viewing experience. Like other LG OLED models, the B5 supports Dolby Vision®, Dolby Atmos®, HDR10 Pro and FILMAKER MODE™.¹ For dynamic action and fast-paced gaming, the B5 series delivers a suite of premium gaming features, including NVIDIA G-Sync, AMD FreeSync Premium & VRR and up to 120 Hz refresh rate. Users can enjoy the B5's gaming features – no console needed – with multiple cloud gaming apps including NVIDIA GeForce NOW, Amazon Luna and more. Recently introduced to LG Smart TVs in over 25 countries is the Xbox app.² Bring games to life with LG TVs' vivid 4K upscaling and enjoy hundreds of high-quality Xbox games with an Xbox Game Pass Ultimate membership and compatible Bluetooth gaming controller.³

The 2025 B-series also leverages advanced AI features that understand and adapt to individual audio and visual preferences. By analyzing over 1.6 billion image settings and 40 million sound profiles, the AI Picture & Sound Wizard develops a personalized viewing experience tailored to the user. This tailored experience is enhanced with use of LG's AI Magic Remote which allows for quick and easy access to TV controls via the new AI button. AI Welcome greets users by name and provides tailored recommendations based on their preferences and viewing habits,



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while AI Voice ID adds convenience by recognizing individual voices, automatically switching profiles and delivering content suggestions that match personal tastes.

For more information on LG's lineup of OLED TVs, visit LG.com.

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² Xbox Cloud Gaming (Beta) is available in Australia, Austria, Belgium, Canada, Czech Republic, Denmark, Finland, France, Germany, Hungary, Ireland, Italy, Japan, South Korea, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Slovakia, Spain, Sweden, Switzerland, UK and USA. Internet connection required.

³ Internet connection, Xbox Game Pass Ultimate subscription, and compatible Bluetooth gaming controller required. Xbox Cloud Gaming (Beta) requires Game Pass Ultimate subscription and supported device (both sold separately). Select regions (<http://xbox.com/regions>), devices (<http://xbox.com/cloud-devices>), and games (<http://xbox.com/play>). Available on select LG Smart TV devices supporting webOS 24 and newer versions. Image quality of upscaled content may vary based on source resolution.

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About LG Electronics USA

LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a smart life solutions company with annual global revenues of more than \$60 billion. In the United States, LG sells a wide range of innovative home appliances, home entertainment products, commercial displays, air conditioning systems and vehicle components. LG is an 11-time ENERGY STAR® Partner of the Year. www.LG.com.

Media Contacts:

LG Electronics USA
Chris De Maria
christopher.demaria@lge.com

LG Electronics USA
Christin Rodriguez
christin.rodriguez@lge.com

LG-One
Amy Dalkoff
LGMSUS@LG-One.com