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LG USA BEGINS ROLLOUT OF 2020 OLED TV LINEUP

Art-Inspired, Award-Winning 4K and 8K Ultra HD LG OLED TVs

Deliver Viewing Experience Second to None

ENGLEWOOD CLIFFS, N.J., March 16, 2020 — LG Electronics USA announced initial pricing and availability of its 2020 TV lineup featuring 14 new OLED models led by the new art-inspired GX Gallery series, *Real* 8K ZX series and the award-winning CX series that was celebrated as “Best In Show” at CES 2020.

The undisputed world leader in OLED TVs, LG is expanding its range of screen sizes in the 2020 OLED line-up — from the stunning 88-inch and 77-inch class models to the all-new 48-inch class model.

LG OLED’s self-emissive display technology enables precise control of lighting at the pixel level for the deepest blacks, most realistic colors and an infinite contrast while the stunningly sleek form factors of the new TVs are as breathtaking as the picture quality they deliver.



2020 LG OLED 4K TVs

GX “Gallery” Series

OLED77GXPUA
77-inch class (76.7 inches diagonal)
\$5,999
Available April 2020

OLED65GXPUA
65-inch class (64.5 inches diagonal)
\$3,499
Available April 2020

OLED55GXPUA
55-inch class (54.6 inches diagonal)
\$2,499
Available April 2020

BX Series

OLED65BXPUA
65-inch class (64.5 inches diagonal)
\$2,299
Available May 2020

OLED55BXPUA
55-inch class
\$1,599
Available May 2020

CX Series

OLED77CXPUA
77-inch class (76.7 inches diagonal)
\$4,999
Available May 2020

OLED65CXPUA
65-inch class (64.5 inches diagonal)
\$2,799
Available April 2020

OLED55CXPUA
55-inch class (54.6 inches diagonal)
\$1,799
Available March 2020

OLED48CXPUA
48-inch class (47.5 inches diagonal)
\$1,499
Available June 2020

WX “Wallpaper”

OLED65WXPUA
65-inch class (64.5 inches diagonal)
\$4,999
June 2020

Building on LG’s commitment to outstanding design, the **GX Gallery series** (55-, 65- and 77-inch models) offers a uniquely minimalist aesthetic made possible by OLED’s revolutionary panel technology. This enables the television to integrate state-of-the-art picture quality in an ultra-thin form factor (the 65-inch model is only 20mm thin) without the need of a separate control box, and can also be mounted flush to the wall.

Producing images of unprecedented detail and clarity, the **LG OLED SIGNATURE ZX Real 8K series** (models 77- and 88-inch models) delivers four times the screen resolution of 4K and 16 times that of Full HD. To guarantee a *Real 8K* experience, LG’s TVs meet and exceed the industry definition for 8K Ultra HD TVs as defined by the **Consumer Technology Association**, making them among the first 8K models qualified to use the CTA 8K Ultra HD logo.



2020 LG OLED SIGNATURE 8K TVs

ZX “Real 8K” Series

OLED88ZXP UA
88-inch class (87.6 inches diagonal)
\$29,999
Available May 2020

OLED77ZXP UA
77-inch class (76.7 inches diagonal)
\$19,999
Available May 2020

LG’s all-new **CX** and **BX** series 4K OLED TVs each deliver the outstanding picture quality that LG OLED is known for. Consumers will also have a new size to choose from when the 48-inch CX OLED TV becomes available later this year. What’s more, NanoCell TV, LG’s premium LCD TV lineup, also welcomes two new Real 8K units (65- and 75-inch models) NANO99 series) both carrying the CTA 8K UHD logo like their OLED counterparts. Pricing and availability for LG’s 2020 full NanoCell TV lineup will be announced at a later date.

Featured in LG 2020 OLED (Z, W, G and C series) and 8K NanoCell TVs is the new α (Alpha) 9 Gen 3 AI Processor. LG’s third-generation processor builds on the capabilities of its predecessors, leveraging additional processing power and advanced deep learning algorithms to further boost picture and sound quality on the new TVs. The α 9 Gen 3 heightens viewers’ sense of immersion via several new features designed to enhance movies, sports, games and other types of content.

Six 2020 LG OLED models have also earned the NEXTGEN TV logo from the Consumer Technology Association. **NEXTGEN TV powered by ATSC 3.0** unlocks new features, additional content and provides more control and personalization for broadcast viewers. The six models earning the NEXTGEN TV logo are the 55-, 65- and 77-inch class GX Gallery Series 4K Ultra HD models, the 65-inch class WX Wallpaper 4K model and 77- and 88-inch class ZX Real 8K models.

LG’s 2020 TVs support the latest HDMI specifications including eARC and ALLM for higher-quality audio and a smooth, lag-free performance. LG’s 8K models can play native 8K content from HDMI and USB digital inputs and support a wide range of codecs including HEVC, VP9 and AV1, the codec preferred by YouTube and other major streaming platforms.* LG’s 8K TVs support 8K content streaming at 60FPS and are certified to provide 8K 60P over HDMI.

Acclaimed for its ability to accurately reproduce colors and filmmakers’ creative visions, LG OLED TV sets the standard for a true cinematic experience in the living room. The company’s latest OLED models have won the **Hollywood Professional Association’s Excellence in Engineering Award** and are the first TVs to deliver integrated calibration software that performs to a hardware level. And with support for the new **Dolby Vision IQ** and the **UHD Alliance’s Filmmaker Mode™**, LG OLED



displays movies exactly as their creators intended. And with great visual and sound performance, the new OLED and NanoCell TVs provide easy access to high-quality content from the world's top providers through popular apps and services such as Apple TV, Disney+ and Netflix.

The perfect choice for serious gamers, LG's 2020 TVs pair superior picture quality with new gaming features for the most exhilarating interactive experience imaginable. As the first manufacturer to offer TVs that are officially **NVIDIA G-SYNC® Compatible**, LG is introducing a total of 12 new OLED models supporting this essential gaming technology. G-SYNC ensures graphics are rendered perfectly, increasing players' sense of immersion by adapting the TV's refresh rate to the frame rate of the connected hardware. LG's self-emissive OLED technology employs the precision of individual pixel control to produce exceptional picture quality, low input lag and ultra-fast response time, for an immersive gaming experience without flicker or stuttering common to most displays. LG's 2020 OLED and NanoCell TVs support HDMI VRR, making LG the only TV brand offering compatibility with a wide variety of gaming devices such as graphics cards and game consoles.

When it comes to sports, LG OLED TVs brings the excitement of major events into the living room like never before with its 120Hz refresh rate, which makes it possible to see all the fast-paced action in perfect detail. Features such as Sports Alert let users follow their favorite teams with ease, providing real-time scores, up-to-date schedules and more across a range of professional sports, including baseball, football and soccer all the while hearing the roar of the crowd in 360-degree soundscape with two Bluetooth speakers connected simultaneously to the 2020 LG TV.

LG OLED TVs are available at LG-authorized retailers nationwide. For more information on LG's 2020 OLED TVs, visit [lg.com](https://www.lg.com).

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** May require a software update. 8K content availability may vary depending on the service provider.*

About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$53 billion global innovator in technology and manufacturing. In the United States, LG sells a wide range of innovative home appliances, home entertainment products, mobile phones, commercial displays, air conditioning systems, solar energy solutions and vehicle components. The "Life's Good" marketing theme encompasses how LG is dedicated to people's happiness by exceeding expectations today and tomorrow. LG is a 2019 ENERGY STAR® Partner of the Year-Sustained Excellence. www.LG.com.



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