

## LG Launches OLED 3DTV

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The Monaco Grand Prix involved more than F1 racing this year-- before the race LG launched the 55EM9600 55" OLED 3DTV at the Salle des Etoiles with special guest F1 champion Sebastian Vettel.



First seen at CES 2012, the LG "ultimate display" OLED TV uses WRGB technology, with a white sub-pixel improving colour output and Colour Refiner enhancing imagery further.

OLED displays generate their own light, eliminating the need for backlighting.

The TV also sees a slight redesign post-CES-- the "paper slim" body is in carbon fiber reinforced plastics (CFRP), with 4mm thickness and 10kg weight.

The Monaco event also hosted the European launch of other LG TVs, including the Quad HD-- an 84" giant 3DTV with an 8 million pixel panel.

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