

LG (Also) Has a Curved OLED UHD TV

Written by Marco Attard
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"What Samsung can do, we can do better" LG appears to say at IFA 2013-- the company shows off a 77-inch curved OLED UHD/4K TV at Deutsche Messe, reportedly the biggest in the world.



Currently in prototype form, the TV rivals the Samsung number in sheer scale, if not (similar) technology). LG describes the screen as "IMAX-like" and "a true home entertainment wonder that has to be seen to be believed." Indeed.

In further TV efforts, IFA 2013 hosts 55- and 65-inch UHD TVs from the company. Set to launch in 50 countries by end 2014, the 2 models feature HEVC decoders (allow for the viewing of UHD content without need for an external decoding device), IPS panels and Cinema 3D technology.

LG is also in talks with content distributors, even if it does not specify the companies in question.

"With the demand for OLED and UHD TV expected to grow rapidly next year, the competition to gain supremacy in the next generation TV market will be fierce," LG Home Entertainment CEO Havis Kwon says. "LG will leverage its strong position and further consolidate its global TV business by speeding up the launch dates of its OLED TVs in a number of core markets. We will also introduce an expanded lineup of ULTRA HD TVs and deliver a comprehensive, differentiated smart TV user experience."

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