

LG Continues Pushing OLED

Written by Marco Attard
13. 08. 2014

LG launches the 55-inch Curved OLED TV (model 55EC9300) in the US-- a more affordable OLED set aimed at least in part at customers missing the deep blacks of now all but extinct plasma TVs.



"OLED TV represents a major breakthrough in display technology," the company says. "And in the wake of plasma's decline, it's more important than ever to bring OLED to consumers who are looking for the highest level of contrast and color performance."

As well as OLED technology, the 55EC9300 features the new LG Smart TV + webOS connected TV platform within a 4.5mm thin frame and a bezel-less "Cinema Screen" design.

It is both stand- and wall-mountable for extra installation flexibility.

The 55EC9300 will be available in the US from August 2014, with no word as yet on a (hopefully) eventual European release.

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