

4K LG OLED TVs to Make IFA Showing

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LG announces it will soon start selling its first 4K/UHD OLED TVs, specifically the 77-inch 77EG9700 and the 64-inch 64EC9700 featuring curved 3840 x 2160 resolution OLED panels.



The TVs feature what LG calls Four-Colour Pixel WRGB technology to provide richer colours, deeper blacks and faster response rates, as well as built-in multi-channel "Ultra Surround" audio from Harman Kardon.

Powering the sets is the webOS platform.

"LG 4K OLED TV is the pinnacle of technological achievement and a new paradigm that will change the dynamics of the next generation TV market," The company boasts. "As the next evolutionary step in display technology, OLED will play a major role in reshaping our industry."

The two TVs will be available in European market following an appearance at IFA 2014.

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