

LG Sticks Crystals on OLED TV

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02. 09. 2014

Which feature do you think curved OLED TVs lack? If your answer is "crystals," pat yourself on the back for being right-- LG is partnering with Swarovski to add exactly that to a "one-of-a-kind" TV.



The shimmering set will of course be shown off at IFA 2014, the one true home for odder examples of CE. Described by LG as nothing less than a "work of art," the TV features a 460 "Aurora Borealis" crystals making a "subtle but elegant sparkling pattern" on what LG very imaginatively calls a Crystal Stand.

The company gives no details of the actual crystal-laden TV, other than that it is 4mm thick and 16kg heavy.

"We are excited to showcase this one-of-a kind TV— our first collaboration with designers from Swarovski— to visitors at IFA," LG says. "The epitome of luxury and refinement, Swarovski crystals and LG's premium OLED TV complement each other perfectly. The crystals help to create an aesthetic that is, quite simply, gorgeous, while our OLED technology ensures a level of picture quality that is every bit as stunning as one could imagine."

The OLED TV will be available as a limited edition in European market from Q4 2014.

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