

## LG Presents 8K OLED TV at IFA

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Samsung is not the only company with [an 8K TV at IFA 2018](#) -- rival LG is also in the game, with a stand housing an 88-inch 7680 x 4320 OLED set promising "unmatched contrast ratio and true blacks."



"LG's first 8K OLED TV is the pinnacle of technological achievement and the next evolutionary step in display technology," the company says. "4K OLED played a major role in reshaping TV industry and LG is confident that 8K OLED will do the same."

The company had already presented an 8K TV at CES 2018, if in the form of a prototype shown only to select guests. The TV has 33 million light-emitting pixels (or x4 the amount of a UHD 4K set), and LG claims it offers brightness levels comparable to LCD backlights thanks to the addition of proprietary technologies.

While the days for 8K TV are early, LG expects the market to grow to over 5 million units by 2022. Of course one has to wonder where the content designed for such immense displays is coming from, never mind whether customers will be willing to make such an upgrade so (relatively) soon after the arrival of 4K UHD TVs.

The LG 8K TV will probably hit the market on early 2018.

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