

LG Rolls Out 2019 TVs

Written by Frederick Douglas
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LG announces the roll out of the 2019 premium TV lineup, with OLED and NanoCell LCD TVs in sizes up to 86-inch promising "upgraded AI picture and sound quality" thanks to the addition of the 2nd generation Alpha 9 processor.



The mid-year will also see the TVs receive a firmware upgrade adding Apple AirPlay 2 and HomeKit support, allowing easy connectivity with iDevices, as well as an update adding Alexa support to complement the currently included Google Assistant. As such, the company claims it is only TV maker to offer support for both leading AI platforms without need for additional hardware.

Meanwhile the Alpha 9 gen 2 processor in W, E and C series OLED TVs promises to improve on picture and sound quality through deep learning technology and an "extensive" visual information database. The result allows the processor to optimise images by recognising source quality to achieve a "stunningly real" result. In addition, the processor analyses ambient condition to achieve optimal screen brightness levels.

Dominating the LG 2019 TV range is OLED-- the W9 (model 77/65W9), E9 (model 65/55E9), C9 (model 77/65/55C9) and B9 (model 65/55B9), as well as the first 8K OLED TV (model 88Z9) and the unique rollable Signature OLED TV R (model 65R9). As for LCD, LG has the NanoCell range, with 14 models in sizes ranging from 49- to 86-inch.

Select 2019 OLED and NanoCell models support HDMI 2.1 for 4K content at 120fps, 4K high frame rate (4K HFR), automatic low latency mode (ALLM), variable refresh rate (VRR) and enhanced audio return channel (eARC). Dolby Vision compatibility provides HDR, while the processor also fine-tunes audio according to content type. Flagship TVs include Dolby Atmos

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for immersive audio.

“LG continues to push the boundaries of TV technological innovation, as can clearly be seen from our premium TV lineup for 2019,” the company says. “LG’s advanced AI technologies to improve picture and sound enrich and expand the viewing experience.”

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