

## LG Starts Selling 8K OLED TVs

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03. 06. 2019

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Preorders for the first 8K OLED TV-- the 88-inch 88Z9-- from LG are open, with initial sales to take place in S. Korea before availability in Europe and N. America sometime in Q3 2019.



Described as nothing less than "awe inspiring" by the company, the 8K TV features a panel with over 33 million self-emitting pixels bringing to life 7680 x 4320 resolution images. It also promises lifelike colours in a wide viewing angle, as well as an infinite contrast ratio with true blacks. A second generation Alpha 9 processor further improves on image and sound quality, and can even upscale images from both 4K (3840 x 2160) and regular HD (1920 x 1080).

On the audio front the LG 8K OLED TV offers Dolby Atmos support, and can fine-tune Dolby Vision-compatible content. HDMI 2.1 connectivity allows for 8K content at 60fps, and the TV also supports automatic low latency mode (ALLM), variable refresh rate (VRR) and enhanced audio return channel (eARC). The TV also offers built-in versions of both Google Assistant and Amazon Alexa.

"Being the first to market with the world's first and largest 8K OLED TV shows our commitment to leading the ultra-premium TV segment and delivering the ultimate viewing experience," the company says. "LG was a pioneer in bringing OLED to market and we will continue to introduce state-of-art TV technologies that push the boundaries of what's possible in home entertainment."

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