

LG Rolls Down the OLED at CES 2020

Written by Marco Attard
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One of the highlights of CES 2019 was the [LG Signature OLED TV R](#) , an OLED TV able to roll up in a cabinet when not in use. The company sets to take the concept a step further at CES 2020 with a version able to roll down from the ceiling, like a projector screen.



Simply described as the UHD Roll-Down OLED display, the 65-inch TV promises to "raise the level of smart home interior by maximizing use of space." Little else is known about the admittedly intriguing concept, but it should be fairly similar to the Signature OLED TV R only set, well, upside down and modified for installation on ceilings. Then again, one has to keep in mind the aforementioned first rollable TV is still to hit the market, meaning it might be a while before we take a proper good look at the new take on the concept.

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In more tangible LG TV offerings, CES 2020 hosts the launch of a 2020 lineup consisting of eight 8K TVs, including 77- and 65-inch models as well as the existing 85- and 75-inch sizes. The range includes premium 88- and 77-inch class Signature OLED 8K TVs (models 88/77 OLED ZX) and advanced LG NanoCell TVs (models 75/65 Nano99, 75/65 Nano97, 75/65 Nano95). All promise to exceed the official 8K UHD definition set by the CTA, with validation from independent labs such as TÜV Rheinland.

LG says the TVs can handle native 8K content through HDMI and USB sources and support for codecs such as HEVC, VP9 and AV1. They are also certified to deliver 8K 60p over HDMI, with an α (Alpha) 9 Gen 3 AI Processor also offering 8K upscaling and optimised picture and sound quality. The AI technology also offers voice-based control through both the webOS platform, as well as support for Apple HomeKit, Google Assistant and Amazon Alexa.

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