

LG Presents 2018 OLED, SUHD TVs

Written by Frederick Douglas
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LG reveals the 2018 OLED and Super UHD (SUHD) TV lineup-- with an array of models featuring ThinQ artificial intelligence (AI) technology and the latest Alpha 9 processor.



The S. Korean company offers a total of 10 OLED TVs for 2018, including the W8, G8, E8, C8 and B8. Each model comes in a range of form factors, such as Picture-on-Wall (model 77/65W8), One Glass Screen (model G5G8), Picture-on-Glass (model 65/55E8) and Cinema Screen (model 77/65/55C8 and 65/55B8). Screen sizes range from 55- to 77-inch, with the 9 AI-enabled SUHD sets (model SK95, SK85 and SK80) coming in sizing ranging from 49- to 75-inch.

The Alpha 9 processor powers the W8, G8, E8 and C8 OLED series. It promises enhanced image rendering, more accurate colours and "perfect" black levels through four-step noise reduction, advanced colour mapping and high frame rate (HFR) support at 120fps. Dolby Atmos comes standard across the range.

Meanwhile the Alpha 7 processor powers the 2018 SUHD TVs. The range features nano cell and FALD backlighting for what LG says is the "the most advanced LCD picture quality ever."

The addition of ThinQ allows users to control the TVs by speaking into the remote. The technology supports Electronic Program Guide (EPG) systems to deliver real-time information and locate channels offering desired content, and users can say "search for this movie's soundtrack" or "turn off the TV program is over" without need to repeat the program title or specify a name. In addition ThinQ turns the TVs into a smart home hub when paired with devices such as robot vacuum cleaners, ACs, smart lights and smart speakers via wifi or Bluetooth.

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LG hopes the new models will lead to OLED TV sales reaching 2.8 million in 2018, up from 1.6m in 2017.

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