

LG CX & GX OLED TV with ThinQ® AI Lineup



Available Models: LG CX OLED (48-inch, 55-inch, 65-inch, and 77-inch models); LG GX OLED (55-inch, 65-inch and 77-inch models)

Canadian Price and Availability: The LG CX and GX OLED models are available at Canadian electronic retailers. For complete details on where to buy, pricing and retail locations, please visit lg.ca.

The Ultimate Picture Quality

LG OLED TV is redefining the art of home entertainment for movies, shows, sports and gaming. Delivering exceptional images and authentic quality. LG OLED TVs are designed, crafted, and engineered to put the spotlight on your content, yet complement your home's interior even when it is turned off.

α9 ("Alpha Nine") Gen 3 Processor

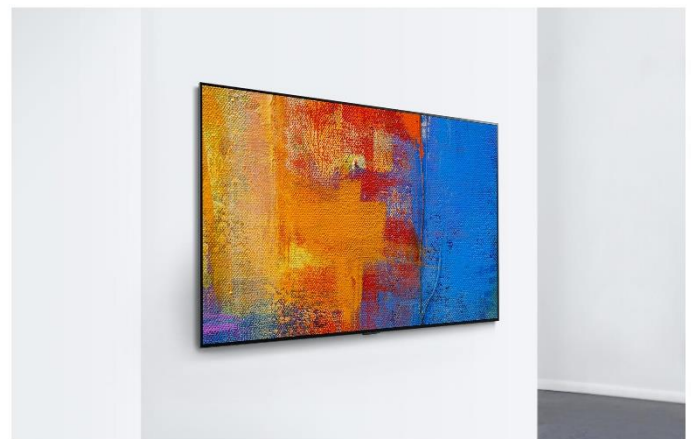
- Powered by LG ThinQ AI, uses deep learning technology to optimize picture and sound quality by upscaling content
- Based on an intelligent deep learning network, the α9 Gen 3 processor delivers vivid and accurate images by analyzing the content and applying Quad Step Noise Reduction and frequency-based Sharpness Enhancer.
- Additionally, the α9 Gen 3 processor can recognize the ambient conditions around the TV to deliver even more optimized content.

AI for Picture and Sound Quality

- **AI Picture Pro** recognizes faces and text on screen and enable OLED TVs to fine-tune and sharpen images. This means OLED can produce more natural skin tones, well-defined facial features, and clearer, more readable characters.
- **AI Sound Pro** also enables OLED to isolate spoken words and increase volume, making it distinctively easier for viewers to understand where background noises are identified.

Self-lit Pixels

- Experience picture quality with LG OLED display technology, boasting perfect black and infinite contrast thanks to self-lit pixels that is the heart of LG OLED TVs.
- Millions of OLED pixels emit their own light independently and can be completely turned off. This unveils more vivid and sharper 4K picture quality due to significantly higher pixel density on a screen.



65" GX LG OLED TV

Filmmaker Mode

- Ensuring film fans are viewing movies as the director intended, Filmmaker Mode delivers exceptional images and authentic quality.
- This feature disables various post-processing effects while simultaneously preserving correct aspect ratios, colours, and frame rates to produce replicas of the original director's version.
- Setting a new industry standard, LG OLED TVs have been awarded the Excellence in Engineering Award by the Hollywood Professional Association as the first and only TV with this integrated hardware-level calibration software.

Powered by LG ThinQ® AI

- LG ThinQ® AI allows for intelligent voice control to create a smart TV platform where you can enjoy many features using just your voice.
- LG ThinQ® AI's Open AI User Experience delivers a convenient and streamlined experience across third-party products such as Amazon Alexa, Google Home, Apple HomeKit and Airplay.
- Users can monitor and control compatible IoT devices directly from the TV's Home Dashboard.
- LG ThinQ® AI allows for a connected home experience. The dashboard to control the app is available through the TV.



48" CX LG OLED TV

OLED CX Series

- The first TV manufacturer to offer NVIDIA G-SYNC® compatibility, to provide a flawless PC gaming experience without screen tearing or other distracting visual artifacts.
- This year's models feature the HDR Gaming Interest Group's HGiG Mode, so gamers can enjoy high-quality visuals as game creators and developers intended when playing HDR games via consoles on their LG TVs.
- A higher frame rate, VRR (Variable Refresh Rate), ALLM (Auto Low Latency Mode) and eARC (Enhanced Audio Return Channel) all meeting HDMI 2.1 specifications. These latest features allow fast-moving content in higher resolution and smooth, synchronized graphics
- LG OLED TVs cut response times to 1 millisecond for action in real time. Crisp, fast motion. Crystal-clear detail. And a competitive gamer's dream come true.



65" CX LG OLED TV

Ultimate Fan Experience

- With the advanced technology of the LG OLED TV, sports fans can enjoy life-like picture and sound quality of their favourite sporting events.
- Designed with sports fans in mind, the LG OLED TV lineup is equipped with Sports Alert, providing users with real-time notifications on scores, schedules, and other information about their favourite teams.

LG Gallery Design TV

- LG OLED GX hangs completely flush to the wall thanks to its specially designed wall mount, offering zero gap. It provides a previously unseen level of integration within your space.
- Designed to provide an ultra-thin form factor – the 65-inch model is a mere 20 millimeters (0.79 inches).
- Its minimalistic look is like a piece of art from every angle, imbuing your home with a sense of class.



75" GX LG OLED TV