



# LG 43UR781C TV 109.2 cm (43") 4K Ultra HD Smart TV Wi-Fi Black 270 cd/m<sup>2</sup>

Brand : LG

Product code: 43UR781C

Product name : 43UR781C



4K Ultra HD (3840 x 2160), 270 nit, 50Hz Native

LG 43UR781C TV 109.2 cm (43") 4K Ultra HD Smart TV Wi-Fi Black 270 cd/m<sup>2</sup>:

4K UHD, Vibrant Viewing in Ultra High Resolution

LG UHD TVs surpass your expectations every time. Experience lifelike picture quality and vivid colours with four times more pixel accuracy than Full HD.



Enhance Your Interior

Add UHD to your interior decoration. A slim panel and bezel combined with aesthetic design elevate any interior.

HGiG,

Immerse Yourself in the Game

LG is partnered with some of the big names in the gaming industry, allowing you to enjoy the latest HDR game and immerse yourself in your game play.



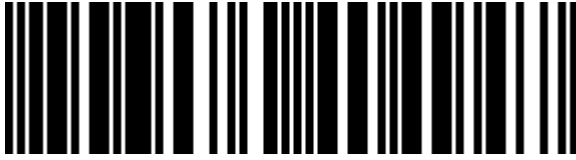
Game Optimizer

Find all the setting you need for optimal gameplay in one place that allows you to change the current game genre setting quickly.

LG 43UR781C. Display diagonal: 109.2 cm (43"), Display resolution: 3840 x 2160 pixels, HD type: 4K Ultra HD, Display technology: LED, Screen shape: Flat, LED backlighting type: Direct-LED. Smart TV. Display brightness: 270 cd/m<sup>2</sup>. Wi-Fi, Ethernet LAN. Product colour: Black

Display		Ports & interfaces	
Display diagonal *	109.2 cm (43")	Audio Return Channel (ARC)	✓
HD type *	4K Ultra HD	Ethernet LAN (RJ-45) ports	1
Display technology *	LED	USB 2.0 ports quantity *	1
LED backlight	✓	RF ports quantity	1
LED backlighting type	Direct-LED	Common interface (CI) *	✓
Screen shape *	Flat	HDMI ports quantity *	3
Display brightness *	270 cd/m <sup>2</sup>	Management features	
Native refresh rate	50 Hz	Hotel mode	✓
Display resolution *	3840 x 2160 pixels	Power	
Smart TV		Energy efficiency class (SDR) *	G
Smart TV *	✓	Energy efficiency class (HDR) *	G
Internet TV *	✓	Energy consumption (SDR) per 1000 hours *	54 kWh
Operating system installed *	WebOS	Energy consumption (HDR) per 1000 hours *	83 kWh
Operating system version	23	Power consumption (sleep)	0.5 W
Smart modes	Filmmaker, Game, Standard, Vivid	AC input voltage	100 - 240 V
Audio		AC input frequency	50/60 Hz
Number of speakers *	2	Energy efficiency scale	A to G
RMS rated power *	10 W	Weight & dimensions	
Audio output channels	2.0 channels	Width (with stand)	967 mm
Network		Depth (with stand)	200 mm
Wi-Fi *	✓	Height (with stand)	612 mm
Wi-Fi standards	Wi-Fi 5 (802.11ac)	Weight (with stand)	8.9 kg
Bluetooth *	✓	Width (without stand)	967 mm
Bluetooth version	5.0	Depth (without stand)	57.1 mm
Ethernet LAN *	✓	Height (without stand)	564 mm
Design		Weight (without stand)	8.8 kg
Product colour *	Black	Stand width	80.4 cm

Performance		Weight & dimensions	
High Dynamic Range (HDR) technology	High Dynamic Range 10 (HDR10), Hybrid Log-Gamma (HLG)	Stand depth	20 cm
Game mode	✓	Packaging data	
Picture processing technology	LG AI Picture	Package width	1055 mm
High Dynamic Range (HDR) supported *	✓	Package depth	142 mm
4K Ultra HD upscaling	✓	Package height	660 mm
Video upscaling	✓	Package weight	10.7 kg
Remote access	✓	Packaging content	
Ports & interfaces		Desktop stand	✓
HDMI version	2.1	Cables included	AC
		Remote control included	✓



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