



LG OLED77B36LA.AEK TV 195.6 cm (77") 4K Ultra HD Smart TV Wi-Fi

Brand : LG

Product code: OLED77B36LA.AEK

Product name : OLED77B36LA.AEK

- Intelligent $\alpha 7$ AI processor with AI Super Upscaling
- LG 4K SELF-LIT OLED for perfect contrast & 100% colour accuracy
- Smart platform with Freeview Play, Netflix, Disney+ and more
- Dolby Vision for realistic picture & Dolby Atmos for immersive sound
- Responsive gaming - advanced features for next-gen consoles

LG OLED B3 77" 4K Smart TV, 2023

LG OLED77B36LA.AEK. Display diagonal: 195.6 cm (77"), HD type: 4K Ultra HD, Display technology: OLED. Smart TV. Native aspect ratio: 16:9. Wi-Fi



Display		Power	
Display diagonal *	195.6 cm (77")	Energy efficiency class (SDR) *	F
HD type *	4K Ultra HD	Energy efficiency class (HDR) *	G
Display technology *	OLED	Energy consumption (SDR) per 1000 hours *	131 kWh
Native aspect ratio *	16:9	Energy consumption (HDR) per 1000 hours *	219 kWh
TV tuner		Power consumption (sleep)	0.5 W
Tuner type *	Analog & digital	Energy saving mode	✓
Auto channel search	✓	Energy efficiency scale	A to G
Smart TV		Technical details	
Smart TV *	✓	Sound technology	AI Sound Pro (Virtual 5.1.2 Up-mix)
Operating system installed *	WebOS	Processor	$\alpha 7$ AI Processor 4K Gen6
Operating system version	23	Weight & dimensions	
Screen mirroring	✓	Width (with stand)	1723 mm
Apple AirPlay 2 support	✓	Depth (with stand)	270 mm
Video apps	All 4, Amazon Prime Video, Apple TV, BBC iPlayer, BritBox, Chili, DAZN, Disney+, Freeview Play, ITV Hub, My5, NOW TV, Netflix, Rakuten TV, Twitch, YouTube	Height (with stand)	1043 mm
		Weight (with stand)	30 kg
		Width (without stand)	1723 mm
		Depth (without stand)	55.3 mm
Music apps	Amazon Music, Apple Music, BBC Sounds, Deezer, Spotify, Tidal	Height (without stand)	992 mm
		Weight (without stand)	26.7 kg
Sports apps	DAZN	Stand width	74.9 cm
Audio		Stand depth	27 cm
Number of speakers *	2	Packaging data	
RMS rated power *	20 W	Screws included	✓
Audio decoders	Dolby Atmos	Quick installation guide	✓
Sound modes	AI Sound Pro, Clear Voice Pro	Quick start guide	✓
Enhanced Audio Return Channel (eARC)	✓	User guide	✓
Audio system	Dolby Atmos		

Network		Packaging data	
Wi-Fi *	✓	Manual	✓
Bluetooth *	✓	Package width	1879 mm
Wi-Fi Direct	✗	Package depth	285 mm
Miracast	✓	Package height	1130 mm
Design		Package weight	42.8 kg
VESA mounting *	✓	Package type	Box
On/off switch	✗	Packaging content	
Stand type	Center stand	Mounting kit	✗
Performance		Cables included	AC
High Dynamic Range (HDR) technology	Dolby Vision, High Dynamic Range 10 Pro (HDR10 Pro), Hybrid Log-Gamma (HLG)	Remote control included	✓
Game mode	✓	Remote control type	Magic Remote
Subtitles function	✓	Smart Remote included	✓
Dolby Vision	✓	E-manual	✓
Ambient light sensor	✓	Other features	
Backlight dimming technology	Local Dimming	Hybrid Log-Gamma (HLG)	✓
Picture processing technology	LG AI Picture Pro	3D	✗
High Dynamic Range (HDR) supported *	✓	Wall bracket	✗
Dimming type	Pixel Dimming	Motion control	✗
Processor cores	4	Batteries included	✓
Multi-screen	✓	No gap wall-mount	✗
AMD FreeSync	✓	Near Field Communication (NFC)	✗
NVIDIA G-SYNC	✓	Apple HomeKit support	✓
4K Ultra HD upscaling	✓	Cable management	✓
Auto standby	✓	Built-in soundbar	✗
Parental control	✓	Twin tuner	✗
USB recording	✓	Instant Game Response	✓
USB playback	✓	One Connect port	✗
DVD player	✗	Annual energy consumption	182.09 kWh
Ports & interfaces		HDMI	✓
HDMI version	2.0/2.1	Auto digital tuning	✓
Audio Return Channel (ARC)	✓	Country of origin	South Korea
Ethernet LAN (RJ-45) ports	1	Headphone connectivity	Bluetooth
Digital audio optical out	1	Mains power	✓
RF ports quantity	2	Picture mode	Vivid, Standard, Eco, Cinema, Sports, Game, Filmmaker, (ISF)Expert(Bright Room), (ISF)Expert(Dark Room)
RF input	2	Aerial input	2
Common interface (CI) *	✓	DVB	DVB-T2/T, DVB-C, DVB-S2/S
HDMI ports quantity *	4	Digital audio out	1
Management features		Picture enhancement	AI Picture Pro
Voice control	✓	USB ports quantity	2
Electronic Programme Guide (EPG)	✓	Stand	Yes
Picture-in-Picture	✓	Smart TV applications	BBC iPlayer, ITV Player, All 4, My5, UKTV, Explore Freeview Play, Britbox, STV Player, RTE Player, NOW TV, Netflix, Amazon Prime Video, Rakuten TV, Disney+, Apple TV, YouTube, YouTube Kids, Sky Store, Twitch, Paramount+, Pluto TV, Chili, DAZN, Lionsgate+, Geforce Now, Utomik, Blacknut, Sky News, Peloton, TikTok TV, BBC Sounds, Spotify, Apple Music, Amazon Music, Deezer, Tidal
ECO mode	✓	Wall mounting kit	✗
Auto power off	✓	Analogue tuner	✓
Sleep timer	✓	BRAVIA Sync	✗
On/Off timer	✓	DVB-T2 tuner	✓
Firmware upgradeable via	Auto upgrade wizard, Network, USB	S-Force Front Surround 3D	✗
Works with Amazon Alexa	✓	S-Master	✗
Works with the Google Assistant	✗	Stereo sound	Yes
Works with Samsung Bixby	✗	Power	
Power consumption (typical) *	131 W	Power consumption (typical) *	131 W
Power consumption (standby) *	0.5 W	Power consumption (standby) *	0.5 W

Other features

Surround modes	Dolby Atmos, AI Sound Pro (Virtual 5.1.2 Up-mix)
SmartFeatures	webOS UI, Quick Cards, Home Hub
App store	LG Content Store



8806087073843

Disclaimer. The information published here (the "Information") is based on sources that can be considered reliable, typically the manufacturer, but this Information is provided "AS IS" and without guarantee of correctness or completeness. The Information is only indicative and can be changed at any time without notification. No rights can be based on the Information. Suppliers or aggregators of this Information do not accept any liability with regard to the content of (web)pages and other documents, including its Information. The publisher of the Information can not be held liable for the content of 3rd party websites that are linking this Information or are linked to from this Information. You as the User of the Information are solely responsible for the choice and usage of this Information. You are not entitled to transfer, copy or otherwise multiply or distribute the Information. You are obliged to follow the directions of the copyright owner(s) with regard to the use of the Information. Exclusively Dutch law is applicable. With regard to price and stock data on the site, the publisher followed a number of starting points, which are not necessarily relevant for your private or business circumstances. Therefore, the price and stock data are only indicative and are subject to changes. You are personally responsible for the way you use and apply this information. As a user of the Information or sites or documents in which this Information is included, you will adhere to standard fair use including avoidance of spamming, ripping, intellectual-property violations, privacy violations, and any other illegal activity.

Publication date: 03-NOV-2024. Prints or copies of Information are only valid on the printed Publication date