



LG 50UR78006LK.AEK TV 127 cm (50") 4K Ultra HD Smart TV Wi-Fi

Brand : LG

Product code: 50UR78006LK.AEK

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LG LED UR78 50" 4K Smart TV, 2023

LG 50UR78006LK.AEK TV 127 cm (50") 4K Ultra HD Smart TV Wi-Fi:

4K Ultra HD & AI Sound

Experience vibrant picture quality in incredible detail with 4K clarity, powered by the smart α5 AI processor 4K Gen6, the brain of the TV. LG's AI Sound feature enhances your audio for a more immersive experience.

Sleek and slim design

A beautifully crafted TV to enhance any room.

LG's webOS smart platform

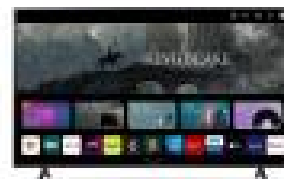
Access all of your must-have apps like Freeview Play, NOW, Netflix, Prime Video, Disney+, Twitch and more on LG's easy-to-use webOS smart platform. New Quick Cards make it easy to find what you want based on interest - be it Gaming, Sports, Music or even Home Office.

FILMMAKER Mode & HDR

Enjoy movies just as the director intended thanks to Filmmaker Mode and HDR.

Game Optimiser & ALLM

Tweak your settings with ease to ensure the best gaming experience with the Game Optimiser, and ensure the most responsive gameplay with ALLM - putting you into the best game mode automatically when powering up your console.



Display		Management features	
Display diagonal *	127 cm (50")	Works with Apple Siri	✓
HD type *	4K Ultra HD	Power	
Display technology *	LED	Power consumption (typical) *	64.8 W
Screen shape *	Flat	Power consumption (standby) *	0.5 W
Native aspect ratio *	16:9	Energy efficiency class (SDR) *	F
Display resolution *	3840 x 2160 pixels	Energy efficiency class (HDR) *	G
Display diagonal (metric)	126 cm	Energy consumption (SDR) per 1000 hours *	64.8 kWh
TV tuner		Energy consumption (HDR) per 1000 hours *	99 kWh
Tuner type *	Analog & digital	Power consumption (sleep)	0.5 W
Digital signal format system *	DVB-S, DVB-S2, DVB-T, DVB-T2	Energy saving mode	✓
Auto channel search	✓	Energy efficiency scale	A to G
Smart TV		Technical details	
Smart TV *	✓	Sound technology	AI Sound (Virtual 5.1 Up-mix)
Internet TV *	✓	Processor	α5 AI Processor 4K Gen6
Operating system installed *	WebOS	Weight & dimensions	
Operating system version	23	Width (with stand)	1121 mm
Screen mirroring	✓	Depth (with stand)	230 mm
Apple AirPlay 2 support	✓	Height (with stand)	716 mm
Built-in Chromecast	✗	Weight (with stand)	11.8 kg
	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	Width (without stand)	1121 mm
Video apps		Depth (without stand)	57.1 mm
Music apps	Amazon Music, Apple Music, BBC Sounds, Deezer, Spotify, Tidal	Height (without stand)	651 mm
Sports apps	DAZN	Weight (without stand)	11.7 kg
Audio		Stand width	85.9 cm
Number of speakers *	2	Stand depth	23 cm

Audio		Packaging data	
RMS rated power *	20 W	Screws included	✓
Built-in subwoofer	✗	Quick installation guide	✓
Audio decoders	Dolby Digital	Quick start guide	✓
Sound modes	AI Sound, Clear Voice Pro	User guide	✓
Enhanced Audio Return Channel (eARC)	✓	Manual	✓
Network		Package width	1215 mm
Wi-Fi *	✓	Package depth	152 mm
Bluetooth *	✓	Package height	775 mm
Ethernet LAN *	✓	Package weight	14.5 kg
Wi-Fi Direct	✗	Package type	Box
Bluetooth profiles	A2DP	Packaging content	
Miracast	✓	Desktop stand	✓
Web browser	✓	Mounting kit	✗
Design		Cables included	AC
VESA mounting *	✓	Remote control included	✓
On/off switch	✗	Remote control type	Standard Remote
Frameless design	✗	Smart Remote included	✗
Stand type	Legs stand	Soundbar included	✗
Performance		E-manual	✓
High Dynamic Range (HDR) technology	High Dynamic Range 10 Pro (HDR10 Pro), Hybrid Log-Gamma (HLG)	Other features	
Game mode	✓	Hybrid Log-Gamma (HLG)	✓
Subtitles function	✓	3D	✗
Video formats supported	AVI, HEVC, MP4, VP9	Wall bracket	✗
Dolby Vision	✗	Motion control	✗
Ambient light sensor	✓	Batteries included	✓
High Dynamic Range (HDR) supported *	✓	No gap wall-mount	✗
Processor cores	4	Near Field Communication (NFC)	✗
Multi-screen	✗	Apple HomeKit support	✓
AMD FreeSync	✗	Cable management	✓
NVIDIA G-SYNC	✗	Built-in soundbar	✗
4K Ultra HD upscaling	✓	Twin tuner	✗
Auto standby	✓	Instant Game Response	✓
Parental control	✓	One Connect port	✗
USB recording	✓	Annual energy consumption	90.072 kWh
USB playback	✓	HDMI	✓
DVD player	✗	Auto digital tuning	✓
Ports & interfaces		Country of origin	South Korea
HDMI version	2.0	Headphone connectivity	Bluetooth
Audio Return Channel (ARC)	✓	Mains power	✓
Ethernet LAN (RJ-45) ports	1	Vivid, Standard, Eco, Cinema, Sports, Game, Filmmaker, (ISF)Expert(Bright Room), (ISF)Expert(Dark Room)	
USB 2.0 ports quantity *	2	Picture mode	
Digital audio optical out	1	USB ports quantity	2
RF ports quantity	2	Aerial input	2
RF input	2	Warranty period	2 year(s)
Common interface (CI) *	✓	DVB	DVB-T2/T, DVB-C, DVB-S2/S
Common interface Plus (CI+) *	✗	Digital audio out	1
HDMI ports quantity *	3	Stand	Yes
Management features		Wall mounting kit	✗
Voice control	✗	Smart TV applications	
Electronic Programme Guide (EPG)	✓	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	
Picture-in-Picture	✗	Analogue tuner	✓
Hotel mode	✗		
Basic hotel mode	✓		
ECO mode	✓		
Auto power off	✓		
Sleep timer	✓		

Management features		Other features	
On/Off timer	✓	BRAVIA Sync	✗
Firmware upgradeable via	Auto upgrade wizard, Network, USB	DVB-T2 tuner	✓
Works with Amazon Alexa	✓	S-Force Front Surround 3D	✗
Works with the Google Assistant	✗	S-Master	✗
Works with Samsung Bixby	✗	Stereo sound	Yes
		Surround modes	AI Sound (Virtual 5.1 Up-mix)
		SmartFeatures	webOS UI, Quick Cards, Home Hub
		Digital Living Network Alliance (DLNA) certified	✗
		App store	LG Content Store



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