

FOR IMMEDIATE RELEASE**'LG MAGNIT' 118-INCH 4K ULTRA HD DISPLAY
EXPANDS MICRO LED HOME THEATER MARKET**

*Advanced Display Delivers Stunning Visuals for Luxury Homeowners;
All-in-One Design Streamlines Installation for Custom Integrators*

DENVER, Sept. 7, 2023 – Offering luxury homeowners an attractive new home theater display option, LG Electronics USA is unveiling the new 118-inch “LG MAGNIT” 4K Micro LED residential display at the 2023 CEDIA Expo here this week (LG Booth #3107).

According to LG Electronics USA Senior Vice President Michael Kosla, this new giant LED display brings the magnificence of LG MAGNIT to a new screen size that’s destined to expand the market for luxury home cinema and digital art. He said the new 118-inch model hits the “sweet spot” between the LG MAGNIT 136-inch residential Micro LED display and the award-winning [97-inch class LG SIGNATURE OLED M](#) wireless TV (both also featured at CEDIA Expo).

Priced at \$237,000, the LG MAGNIT 118-inch display is “setting a new standard for home entertainment, delivering the ultimate color, clarity and contrast,” Kosla said. “With a 0.6 mm pixel pitch, crisp 4K resolution, robust chip-on-board (COB) LED technology and AI-enhanced processing, viewers can enjoy stunning picture quality when watching their favorite blockbuster movies, sporting event or displaying digital artwork through the intuitive webOS smart TV software.”



While catering to luxury clients, this Micro LED display offers integrators streamlined installation, Kosla explained. Specially certified LG MAGNIT integrators will appreciate the display’s simple



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two-cabinet design that can be installed in just a fraction of the time as other modular LED displays.

The 118-inch display (about 9.8 feet measured diagonally) is based on LG's advanced DVLED (direct-view light-emitting diode) technology pioneered for enormous commercial displays. Each of its 8 million-plus Micro LED pixels is an individual light each about the width of a human hair, enabling pure blacks and incredible contrast because it can actually turn off pixels where the picture is black.

In addition to providing superb high dynamic range capability, with more shadow detail thanks to HDR10 and HDR10 Pro compatibility, the display offers a trove of special features. LG's Alpha 9 processor uses artificial intelligence deep learning technology to reduce picture noise and optimize color saturation and contrast based on room circumstances. It also enhances the clarity and legibility of faces and text, while an ambient light sensor adjusts brightness and tone mapping to maintain optimal appearance in varying lighting conditions.

To help luxury homeowners make the most of the LG MAGNIT's breathtaking visuals, the display integrates AirPlay 2 and Miracast technology that allows users to wirelessly stream content from virtually any iOS, Android, macOS or Windows 10 device. With the included Art Gallery and My Digital Picture Frame features, users can easily load digital art or their own photo collages onto the display via the LG mobile app¹, and then display a static piece or a rotating gallery.

Integrators and their clients will appreciate how the 120-Hz display is optimized for a variety of content in indoor home environments, with 250 nits of brightness delivering excellent performance and visibility even in sun-lit rooms. A pair of integrated 50-watt speakers and a stand or wall mount enable standalone installations, while WiSA connectivity enables seamless use of high-fidelity wireless speakers, including the Bang & Olufsen Beolab 50 speakers being demonstrated with the LG display at CEDIA Expo 2023.

The 118-inch LG MAGNIT display provides a truly premium experience, including the webOS™ 23 interface that integrators can customize to meet specific customer preferences. In fact, each display is pre-loaded with apps for YouTube, Disney+ and Prime Video to make setup as easy as possible.



Micro LED is a relatively new technology for residential displays, delivering superb performance with exceptional brightness, years of lifespan, incredible viewing angles and a very high color gamut even in rooms with lots of windows and high ambient light. LG MAGNIT displays provide a 150-degree viewing angle and offer connectivity including four HDMI in ports, digital audio out, two USB in, an RS232C port and a LAN input for hardwired internet connection.

Also spotlighted at CEDIA Expo 2023 is LG's lineup of critically-acclaimed LG OLED TVs, led by the just-launched 97-inch diagonal LG SIGNATURE OLED M (model 97M3) and [83-](#) and [77-](#) inch diagonal LG OLED evo M (models 83M3 & 77M3 respectively). The LG OLED M Series is the world's first consumer TV with a wireless connectivity solution capable of real-time video and audio transmission at up to 4K 120Hz²¹, removing the need to run cables and wires directly to the TV. With its Zero Connect Box, which wirelessly transmits high-quality 120Hz 4K video and audio to the screen, the LG OLED M leaves the area around the screen completely free from the visual distractions of cables and TV accessories to further immerse users in the experiences. The LG OLED M Series further expands the LG OLED lineup which also features the LG OLED evo [G3](#) and LG OLED evo [C3](#) series offering consumers screens sizes ranging from 42-to 97 inches.

LG MAGNIT 136-inch Micro LED 4K and 2K residential displays are also being demonstrated at CEDIA Expo 2023.



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LG has collaborated with Danish audio legend Bang & Olufsen to bundle the flagship Beolab 90 home speaker as the preferred sound system for the LG MAGNIT 136-inch 4K display when sold through Bang & Olufsen stores. Kosla said, “When paired with Beolab 90, LG MAGNIT delivers one of the most incredible home cinema experiences ever imagined.” The 136- and 118-inch LG displays also may be paired with Bang & Olufsen’s wider portfolio of home theater loudspeakers including Beolab 50 and 28 models.

These LG Micro LED displays come with a standard limited warranty of two years with an optional three-year extension for a total of five years. For more information on the full line of LG MAGNIT displays, click [here](#). For high-res images, click [here](#).

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About LG Electronics USA

LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a \$68 billion global innovator in technology and manufacturing. In the United States, LG sells a wide range of innovative home appliances, home entertainment products, commercial displays, air conditioning systems, energy solutions and vehicle components. LG’s “Life’s Good” marketing theme encompasses how the company is dedicated to people’s happiness by exceeding expectations today and tomorrow. For more info, visit www.LG.com.

¹*LG mobile app will be available in the fourth quarter of 2023.*

²*Based on Marketplace Survey July 2023.*

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