



LG BEGINS U.S. ROLLOUT OF 2024 QNED TVS

Pre-order on [LG.com](https://www.lg.com) And Receive Exclusive Offers Including Free Smart Cam, White Glove Delivery, Wall Mounting and More

ENGLEWOOD CLIFFS, N.J., Feb. 28, 2024 — LG Electronics USA (LG) today announced pricing and availability for its 2024 lineup of QNED and QNED Mini LED TVs. The [LG QNED Mini LED TV QNED90T](#) and [LG QNED TV QNED85T](#) will be available for pre-order at [LG.com](https://www.lg.com) beginning today (shipping expected in late March) featuring exclusive pre-order offers and available later at LG-authorized retailers. Additional models will be announced at a later date.

LG's 2024 QNED lineup offers an expansive array of screen options that provide customers with options to suit any space. The LG QNED TV QNED85T features 5 screen sizes (86-, 75-, 65-, 55- & 50-inches). The LG QNED Mini LED TV QNED90T features 3 screen sizes (86-, 75- & 65-inches). Consumers who place a pre-order for either QNED TV via [LG.com](https://www.lg.com) through March 17, 2024, will qualify to receive 5% back in membership rewards,¹ free wall mounting or TV stand setup² and a free [LG Smart Cam](#).³

AI-Powered Experience

LG's 2024 QNED TV lineup continues to evolve with the addition of the $\alpha 8$ AI Processor. Building upon its 2023 predecessor, the $\alpha 8$ AI Processor has greater AI and graphic performance as well as a faster processing speed.

AI Picture Pro utilizes cutting-edge technology to identify the type of content being viewed and automatically selects the ideal setting and fine-tunes the picture based on deep learning to create the best watching experience. This versatile feature works by expertly distinguishing faces, objects, and backgrounds within a scene, and enriching the texture and fine details for unmatched realism. Dynamic Tone Mapping Pro splits the picture into blocks and analyzes each in real-time to detect the darkest and brightest areas, elevating each detail with precise HDR optimization to deliver three-dimensional image quality. Users can effortlessly customize the image quality with

the Personalized Picture Wizard by selecting a few preferred images from a given selection that are intelligently set up through deep learning.

In addition to dynamic picture quality, AI Sound Pro engages viewers with virtual surround sound from the TV's built-in speakers. For a unified audio system, WOW Orchestra seamlessly integrates the TV speakers with select LG Soundbars to create the ultimate 3D sound experience.

2024 LG QNED TVs	
<u>QNED85T (QNED LED)</u>	<u>QNED90T (QNED Mini LED)</u>
86QNED85TUA 86-inch class (86.4 inches diagonal) \$2,799 Available March 2024	86QNED90TUA 86-inch class (86.4 inches diagonal) \$3,299 Available March 2024
75QNED85TUA 75-inch class (75.1 inches diagonal) \$1,799 Available March 2024	75QNED90TUA 75-inch class (75.1 inches diagonal) \$2,299 Available March 2024
65QNED85TUA 65-inch class (65.1 inches diagonal) \$1,299 Available March 2024	65QNED90TUA 65-inch class (65.1 inches diagonal) \$1,899 Available March 2024
55QNED85TUA 55-inch class (55.2 inches diagonal) \$999 Available March 2024	
50QNED85TUA 50-inch class (50 inches diagonal) \$849 Available March 2024	

Cutting-Edge Color

LG QNED TVs feature Quantum Dot NanoCell color technology to deliver richer and more accurate colors for beautiful and hyper-realistic picture quality. Enhanced color reproduction heightens the visual depth for a more immersive and three-dimensional home entertainment experience. For realistic contrast, LG QNED Mini LED TVs utilize Precision Dimming technology to improve gradations and accurate backlight control for brighter colors and deeper blacks, while LG QNED TVs feature local dimming technology for sharp contrast and exceptional brightness. Additionally, the LG QNED Mini LED TV QNED90T model features Million Grey Scale to differentiate between shades of gray and show gradation with a 20-bit accuracy, resulting in immensely vibrant contrast.

Sleek Design, Inside & Out

The 2024 QNED85T model exhibits a premium, sophisticated design with a sleek, thin profile that blends into any space. For increased flexibility in the home, the TVs can be mounted on the wall for a clean look.

LG's 2024 QNED TVs further elevate the home entertainment experience with LG's latest webOS smart TV system, offering versatile personalization with individual user profiles and overall increased convenience. webOS 5.0 features Quick Cards for customized organization into groups, such as Home Office, Home Hub, Sports and Games – for quick, easy access located on the main home UI.

Enhancing the user experience for individuals with diverse abilities, LG 2024 QNED TVs supply an array of accessibility features including dedicated menu settings, sign language avatars, remote control tutorials and guides for quick problem resolution.

With webOS Re:New program, LG is offering an upgrade to the latest version of its webOS smart TV platform to give more smart TV owners the most up-to-date user experience for the next five years. This incredible offer extends⁴ to LG QNED Mini LED 8K model (QNED99) launched in 2022 and will come to additional models in the QNED TV lineup and more regions worldwide soon.

For more information on all of LG 2024 QNED models, visit LG.com.

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¹ Earn 5% back in LG rewards for LG members during the preorder period 2/26/24 through 3/17/24. [See terms](#).

² Purchase select LG OLED or QNED TV and receive free wall mounting by Handy (up to a \$164.99 value) or free TV Stand Setup (up to a \$49.99 value). Free wall mounting or free TV Stand Setup savings will be reflected in the cart when all offer requirements are met. If any of the qualifying items are removed from the cart, returned or part of the order is canceled, the promotional savings will be void. Handy wall mounting and service or TV Stand Setup service must be added to the original TV order and is not redeemable separately. Wall mounting by Handy includes installation of TV mounting bracket, mounting of TV, and load testing the hardware. Wall mount not included and must be purchased separately (unless noted for OLED97/83/77 G4WUA series TVs). TV Stand Setup service includes unboxing, package removal, installation of provided TV stand, place on flat surface, TV plug in, connect to one video source. TV stand setup service not offered for OLED97/83/77 G4WUA series TVs. TV Stand Setup does not include uninstallation of existing TV & haul away. Prices and offers are non-redeemable for cash and non-transferable. Available on www.LG.com from February 26, 2024 through March 17, 2024. Availability, prices and terms of offer are subject to change without notice. [Click here for Handy full terms: [LG + Handy](#)].

³ Purchase select LG OLED or QNED TV and a Smart Cam in a single transaction on LG.com and receive instant savings equal to the value of the Smart Cam. Available on LG.com February 26 – March 17, 2024. Savings will be reflected in the cart when all offer requirements are met. If any of the qualifying items are removed from the cart or part of the order is cancelled or returned, the promotional savings will be void. Prices and offers are non-redeemable for cash, non-transferable, and may not be combined with any other offer. Availability, prices and terms of offer are subject to change without notice. Quantities are limited.

Eligible TV models: OLED97G4WUA, OLED83G4WUA, OLED77G4WUA, OLED65G4SUB
OLED55G4SUB, OLED83C4PUA, OLED77C4PUA, OLED65C4PUA, OLED55C4PUA
OLED48C4PUA, OLED42C4PUA, 86QNED90TUA, 75QNED90TUA, 65QNED90TUA
98QNED89TUA, 86QNED85TUA, 75QNED85TUA, 65QNED85TUA, 55QNED85TUA
50QNED85TUA

⁴ Pop-up notifications offering a full upgrade without the need to select specific UX, UI or features are only sent to customers who have agreed to receive them. Please note that this upgrade does not cover the TV's hardware performance, features or durability.

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 and vehicle components. LG is a ten-time ENERGY STAR® Partner of the Year. The company's commitment to environmental sustainability and its "Life's Good" marketing theme encompass how LG is dedicated to people's happiness by exceeding expectations today and tomorrow. www.LG.com.

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