



## 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
Music apps	Amazon Music, Apple Music, BBC Sounds, Deezer, Spotify, Tidal	Depth (without stand)	55.3 mm
		Height (without stand)	992 mm
Sports apps	DAZN	Weight (without stand)	26.7 kg
Audio		Stand width	74.9 cm
Number of speakers *	2	Stand depth	27 cm
RMS rated power *	20 W	Packaging data	
Audio decoders	Dolby Atmos	Screws included	✓
Sound modes	AI Sound Pro, Clear Voice Pro	Quick installation guide	✓
Enhanced Audio Return Channel (eARC)	✓	Quick start guide	✓

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

Power		Other features	
Power consumption (typical) *	131 W	DVB-T2 tuner	✓
Power consumption (standby) *	0.5 W	S-Force Front Surround 3D	✗
		S-Master	✗
		Stereo sound	Yes
		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



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