



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

Brand : LG

Product code: 50UR78006LK.AEK

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LG LED UR78 50" 4K Smart TV, 2023

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

Audio		Weight & dimensions	
Number of speakers *	2	Stand depth	23 cm
RMS rated power *	20 W	Packaging data	
Built-in subwoofer	✗	Screws included	✓
Audio decoders	Dolby Digital	Quick installation guide	✓
Sound modes	AI Sound, Clear Voice Pro	Quick start guide	✓
Enhanced Audio Return Channel (eARC)	✓	User guide	✓
Network		Manual	✓
Wi-Fi *	✓	Package width	1215 mm
Bluetooth *	✓	Package depth	152 mm
Ethernet LAN *	✓	Package height	775 mm
Wi-Fi Direct	✗	Package weight	14.5 kg
Bluetooth profiles	A2DP	Package type	Box
Miracast	✓	Packaging content	
Web browser	✓	Desktop stand	✓
Design		Mounting kit	✗
Product colour *	Black	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	Picture mode	Vivid, Standard, Eco, Cinema, Sports, Game, Filmmaker, (ISF)Expert(Bright Room), (ISF)Expert(Dark Room)
USB 2.0 ports quantity *	2	USB ports quantity	2
Digital audio optical out	1	Aerial input	2
RF ports quantity	2	Warranty period	2 year(s)
RF input	2	DVB	DVB-T2/T, DVB-C, DVB-S2/S
Common interface (CI) *	✓	Digital audio out	1
Common interface Plus (CI+) *	✗	Stand	Yes
HDMI ports quantity *	3	Wall mounting kit	✗
Management features			
Voice control	✗		
Electronic Programme Guide (EPG)	✓		

Management features		Other features	
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
Hotel mode	✗		
Basic hotel mode	✓		
ECO mode	✓		
Auto power off	✓		
Sleep timer	✓		
On/Off timer	✓		
Firmware upgradeable via	Auto upgrade wizard, Network, USB		
Works with Amazon Alexa	✓		
Works with the Google Assistant	✗		
		Analogue tuner	✓
		BRAVIA Sync	✗
		DVB-T2 tuner	✓
		S-Force Front Surround 3D	✗
		S-Master	✗
		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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