



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

Network		Packaging data	
Wi-Fi *	✓	Manual	✓
Bluetooth *	✓	Package width	1879 mm
Wi-Fi Direct	✗	Package depth	285 mm
Miracast	✓	Package height	1130 mm
Design		Package weight	42.8 kg
VESA mounting *	✓	Package type	Box
On/off switch	✗	Packaging content	
Stand type	Center stand	Mounting kit	✗
Performance		Cables included	AC
High Dynamic Range (HDR) technology	Dolby Vision, High Dynamic Range 10 Pro (HDR10 Pro), Hybrid Log-Gamma (HLG)	Remote control included	✓
Game mode	✓	Remote control type	Magic Remote
Subtitles function	✓	Smart Remote included	✓
Dolby Vision	✓	E-manual	✓
Ambient light sensor	✓	Other features	
Backlight dimming technology	Local Dimming	Hybrid Log-Gamma (HLG)	✓
Picture processing technology	LG AI Picture Pro	3D	✗
High Dynamic Range (HDR) supported *	✓	Wall bracket	✗
Dimming type	Pixel Dimming	Motion control	✗
Processor cores	4	Batteries included	✓
Multi-screen	✓	No gap wall-mount	✗
AMD FreeSync	✓	Near Field Communication (NFC)	✗
NVIDIA G-SYNC	✓	Apple HomeKit support	✓
4K Ultra HD upscaling	✓	Cable management	✓
Auto standby	✓	Built-in soundbar	✗
Parental control	✓	Twin tuner	✗
USB recording	✓	Instant Game Response	✓
USB playback	✓	One Connect port	✗
DVD player	✗	Annual energy consumption	182.09 kWh
Ports & interfaces		Aerial input	2
HDMI version	2.0/2.1	DVB	DVB-T2/T, DVB-C, DVB-S2/S
Audio Return Channel (ARC)	✓	Digital audio out	1
Ethernet LAN (RJ-45) ports	1	HDMI	✓
Digital audio optical out	1	Picture enhancement	AI Picture Pro
RF ports quantity	2	Auto digital tuning	✓
RF input	2	Country of origin	South Korea
Common interface (CI) *	✓	Headphone connectivity	Bluetooth
HDMI ports quantity *	4	Mains power	✓
Management features		Stand	Yes
Voice control	✓	Picture mode	Vivid, Standard, Eco, Cinema, Sports, Game, Filmmaker, (ISF)Expert(Bright Room), (ISF)Expert(Dark Room)
Electronic Programme Guide (EPG)	✓	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
Picture-in-Picture	✓	USB ports quantity	2
ECO mode	✓	Analogue tuner	✓
Auto power off	✓	BRAVIA Sync	✗
Sleep timer	✓	DVB-T2 tuner	✓
On/Off timer	✓	S-Force Front Surround 3D	✗
Firmware upgradeable via	Auto upgrade wizard, Network, USB	S-Master	✗
Works with Amazon Alexa	✓	Stereo sound	Yes
Works with the Google Assistant	✗	Surround modes	Dolby Atmos, AI Sound Pro (Virtual 5.1.2 Up-mix)
Works with Samsung Bixby	✗	Power	
Power consumption (typical) *	131 W	Power consumption (typical) *	131 W
Power consumption (standby) *	0.5 W	Power consumption (standby) *	0.5 W

Other features

Wall mounting kit



SmartFeatures

webOS UI, Quick Cards, Home Hub

App store

LG Content Store



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