



LG 50UR781C TV 127 cm (50") 4K Ultra HD Smart TV Wi-Fi Black 300 cd/m²

Brand : LG

Product code: 50UR781C

Product name : 50UR781C



4K Ultra HD (3840 x 2160), 300 nit, 60Hz Native

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4K UHD, Vibrant Viewing in Ultra High Resolution

LG UHD TVs surpass your expectations every time. Experience lifelike picture quality and vivid colours with four times more pixel accuracy than Full HD.



Enhance Your Interior

Add UHD to your interior decoration. A slim panel and bezel combined with aesthetic design elevate any interior.

HGiG,

Immerse Yourself in the Game

LG is partnered with some of the big names in the gaming industry, allowing you to enjoy the latest HDR game and immerse yourself in your game play.



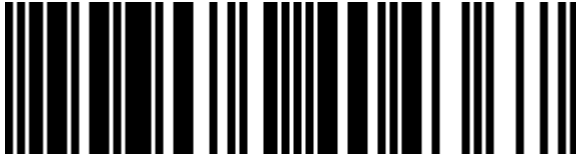
Game Optimizer

Find all the setting you need for optimal gameplay in one place that allows you to change the current game genre setting quickly.

LG 50UR781C. Display diagonal: 127 cm (50"), Display resolution: 3840 x 2160 pixels, HD type: 4K Ultra HD, Screen shape: Flat, LED backlighting type: Direct-LED. Smart TV. Display brightness: 300 cd/m². Wi-Fi, Ethernet LAN. Product colour: Black

Display		Ports & interfaces	
Display diagonal *	127 cm (50")	RF ports quantity	1
HD type *	4K Ultra HD	Common interface (CI) *	✓
LED backlight	✓	HDMI ports quantity *	3
LED backlighting type	Direct-LED	Management features	
Screen shape *	Flat	Hotel mode	✓
Display brightness *	300 cd/m ²	Power	
Native refresh rate	60 Hz	Energy efficiency class (SDR) *	F
Display resolution *	3840 x 2160 pixels	Energy efficiency class (HDR) *	G
Smart TV		Energy consumption (SDR) per 1000 hours *	65 kWh
Smart TV *	✓	Energy consumption (HDR) per 1000 hours *	129 kWh
Internet TV *	✓	Power consumption (sleep)	0.5 W
Operating system installed *	Web OS	AC input voltage	100 - 240 V
Operating system version	23	AC input frequency	50/60 Hz
Smart modes	Filmmaker, Game, Vivid, Standard	Energy efficiency scale	A to G
Audio		Weight & dimensions	
Number of speakers *	2	Width (with stand)	1121 mm
RMS rated power *	10 W	Depth (with stand)	57.1 mm
Audio output channels	2.0 channels	Height (with stand)	651 mm
Network		Weight (with stand)	11.8 kg
Wi-Fi *	✓	Width (without stand)	1121 mm
Wi-Fi standards	Wi-Fi 5 (802.11ac)	Depth (without stand)	57.1 mm
Bluetooth *	✓	Height (without stand)	651 mm
Bluetooth version	5.0	Weight (without stand)	11.7 kg
Ethernet LAN *	✓	Stand width	80.4 cm
Design		Stand depth	20 cm
Product colour *	Black		

Performance		Packaging data	
Picture processing technology	LG AI Picture	Package width	1215 mm
High Dynamic Range (HDR) supported *	✓	Package depth	152 mm
4K Ultra HD upscaling	✓	Package height	775 mm
Video upscaling	✓	Package weight	14.5 kg
Remote access	✓	Package type	Box
Ports & interfaces		Packaging content	
HDMI version	2.1	Desktop stand	✓
Audio Return Channel (ARC)	✓	Cables included	AC
Ethernet LAN (RJ-45) ports	1	Remote control included	✓
USB 2.0 ports quantity *	1		



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