

LG OLED

OLED77C1AUB

LG C1 77" 4K Smart OLED TV

- **Self-lighting OLED: Perfect Black, Intense Colour, Infinite Contrast**
- **α9 Gen 4 AI Processor 4K with AI Picture Pro & AI Sound Pro**
- **Dolby Vision™ IQ and Dolby Atmos®**
- **webOS® 6.0 & ThinQ® AI w/ Magic Remote**
- **Gaming: NVIDIA® G-SYNC® Compatible, VRR, ALLM**



DESCRIPTION

Light up your world with SELF-LIT PIXELS

LG OLED TV is a joy to behold. Self-lit pixels allow truly spectacular picture quality and a whole host of design possibilities, while the latest cutting-edge technologies help deliver unprecedented levels of wonder. This is everything you love about TV — elevated in every way.

KEY FEATURES

Self-lighting OLED

When it comes to picture quality, OLED beats LED hands down. That's because OLED has millions of self-lit pixels capable of producing perfect black and accurate colour. The result is a viewing experience like no other.

α9 Gen 4 AI Processor 4K

At the core of every LG 4K OLED TV is the α9 Gen4 AI Processor 4K, a groundbreaking chip that uses deep-learning algorithms to analyze and optimize content. Every adjustment to picture and sound is automatic, so everything you watch is spectacular.

Dolby Vision™ IQ and Dolby Atmos®

Dolby Vision™ IQ intelligently adjusts picture settings based on content genre and ambient surroundings, while Dolby Atmos® delivers multi-dimensional surround sound — a powerful combination that produces breathtakingly cinematic results*.

*Dolby Vision is a trademark of Dolby Laboratories. Dolby, Dolby Atmos and the double-D symbol are registered trademarks of Dolby Laboratories.

webOS® 6.0 & ThinQ® AI w/ Magic Remote

The newly designed home screen shows personalized content suggestions, gives you easier access to favourites, and lets you control connected devices all in one place. The redesigned Magic Remote has an ergonomic design that's easy to hold, and its point and scroll system allows faster searching. Built-in AI provides easy access to services, while hotkeys for major content providers give you shortcuts to all your favourites. In addition to all that you now have Magic Tap*, a clever new trick that connects your phone to your TV.

*Requires compatible mobile device with NFC.

Gaming

LG OLED TV puts you ahead of the game with swift response, the latest gaming features, and a 120Hz display for a smoother playing experience. This is the ultimate TV for your gaming setup.

SPECIFICATIONS

PICTURE (PANEL)

Display Type	4K OLED
Display Resolution	3840 x 2160
Dimming Technology	Pixel Dimming

PICTURE (PROCESSING)

Picture Processor	α9 Gen4 AI Processor 4K
HDR (High Dynamic Range)	Cinema HDR (Dolby Vision™, HDR10, HLG)
	HDR Dynamic Tone Mapping Pro Dolby Vision™ IQ
Contrast	Infinite Contrast
	Advanced Contrast Enhancer
	Face Enhancing
	Ultra Luminance Pro
Clarity	Quad Step Noise Reduction
	Frequency Based Sharpness Enhancer
Colour	Billion Rich Colours
	Advanced Colour Enhancer True Colour Accuracy Pro
Resolution Upscaler	AI Upscaler
Motion	OLED Motion Pro
Filmmaker Mode™	Yes

GAMING

Game Optimizer	Yes
G-Sync Compatible	Yes
FreeSync™	Yes
VRR (Variable Refresh Rate)	Yes
ALLM (Auto Low Latency Mode)	Yes
HGiG	Yes

AI TV (ARTIFICIAL INTELLIGENCE)

LG ThinQ® AI	Yes
Google Home Compatibility	Yes (Google Home device sold separately)
Amazon Alexa Compatibility	Yes (Amazon Alexa device sold separately)
Google Assistant Built-in	Yes
Amazon Alexa Built-in	Yes
Apple AirPlay 2 / HomeKit Compatibility	Yes
Intelligent Voice Recognition	Yes
Home Dashboard	Yes
AI Picture Pro / AI Picture	AI Picture Pro
Auto Genre Selection	Yes (SDR/HDR/Dolby HDR)

SMART TV

Operating System	webOS® 6.0
LG Channels	Yes
LG Content Store (App Store)	Yes
Full Web Browser	Yes
Gallery Mode	Yes
Sports Alert	Yes

AUDIO

Speaker System	2.2 ch
Output Power	40W (WF:20W, 10W per Channel)
Speaker Direction	Front Firing (Stand Version)
AI Sound Pro / AI Sound	AI Sound Pro
Dolby Atmos®	Yes
WiSA Ready	Yes (5.1ch) (Separate dongle purchase required)
Audio Codec	AC4, AC3(Dolby Digital), EAC3, HE-AAC, AAC, MP2, MP3, PCM, WMA, apt-X
Bluetooth Surround Ready	Yes
LG Sound Sync	Yes

CONNECTIVITY

Wi-Fi® Standard	Wi-Fi Certified 802.11ac
Bluetooth® Support	Version 5.0
HDMI-CEC (Simplink)	Yes
TV Tuner	ATSC, Clear QAM
Mobile Connectivity	Yes

INPUTS & OUTPUTS

HDMI Input	1 (Rear) 3 (Side)
HDMI Audio Return Channel (ARC)	eARC (HDMI 2)
USB Ports (v 2.0)	2 (Rear) / 1 (Side)
Composite Input (AV)	No
Ethernet Input	Yes
RS-232C Input (Mini Jack)	Yes (Rear)
Digital Audio Output (Optical)	Yes

POWER

Power Supply (Voltage, Hz)	AC 120 V- 50/60 Hz
Standby Power Consumption	Under 0.5W

DIMENSIONS/WEIGHTS/UPC

TV Dimensions with Stand (WxHxD)	1723 x 1023 x 269 mm / 67.83" x 40.28" x 10.59"
TV Dimensions without Stand (WxHxD)	1723 x 993 x 55.3 mm / 67.83" x 39.09" x 2.18"
Packaging Dimensions (WxHxD)	1895 x 1130 x 285 mm / 74.61" x 44.49" x 11.22"
Stand Dimension (WxD)	1199 x 269 mm / 47.20" x 10.59"
TV Weight with Stand	35.9 kg / 79.15 lbs
TV Weight without Stand	26.7 kg / 58.86 lbs
Packaging Weight	49.3 kg / 108.69 lbs
VESA Mounting (W x H)	400 x 200
UPC	195174009321

ACCESSORIES INCLUDED

Magic Remote Control	Included in box
NFC Enabled	Yes
Remote Control Battery	Yes
Power Cable	Yes
Quick Start Guide	Yes
E-Manual	Yes

WARRANTY

Limited Warranty	1 Year Parts & Labour
Model Year	2021

