

WELCOME.

Take Home Entertainment to another level with our stunning new range. A cutting edge collection, designed to deliver you and your family more fun, more content and more excitement.

Our Cinema 3D TVs bring the magic of the big screen to life in your front room. It's an immersive experience, which delivers jaw-dropping action and awe-inspiring scenery like never before.

Plus, our Smart TV technology brings the best of the web to your TV. With quick and easy access to video streaming, apps, live TV and web browsing, LG Smart TV brings an unlimited world of entertainment straight to your living room.

Finally, partner our TVs with our brilliant Blu-ray players, surround sound systems and more, to create the ultimate Home Entertainment experience.



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THE NEXT GENERATION 3D TV.

LG Cinema 3D uses the same technology that powers the blockbusters in a 3D Cinema, but it's right in your own home. Welcome to the next generation of 3D.

SKY'S FIRST CHOICE FOR 3D TV's.

LG 3D TVs are officially endorsed by Sky as the best way to experience the breathtaking Sky 3D channel. Sky brings you the very best in 3D including the Barclays Premier League, Heineken Rugby Cup and the latest blockbuster movies.



Sky's first choice for 3D TV's

Visit www.lg.com/uk/cinema3d for more information.



COMFORTABLE 3D GLASSES.

Our 3D glasses don't need batteries or recharging and are certified flicker free. Plus, they're easy to replace, lightweight and give you a stunning full HD 3D picture. 7 Pairs of 3D glasses are included with every Cinema 3D TV.



GREATER VIEWING COMFORT.

Sit where you want, how you want, and still get the same immersive 3D experience. Wider viewing angles also mean more room for friends and family to share in the fun.



BRIGHTER 3D PICTURES.

LG's Light boost technology provides a brighter 3D picture compared to conventional active-shutter 3D TVs.



LIMITLESS 3D CONTENT.

Convert your regular television programmes into a stunning immersive 3D effect with 2D to 3D conversion.

THE CINEMA 3D LINE UP

LED



LW550T
See page 10



LW450U
See page 11

LG Smart TV

SO SMART, ITS SIMPLE.

Smart made simple, LG Smart TV lets you access the best of the Internet directly on the big screen in a way that's easier and more fun than ever before.

Access all your favourite shows from the last 7 days with BBC iPlayer, connect with friends on social networking services, watch YouTube videos, download apps from the LG App store and even surf your favourite websites with the on-board web browser.

Visit www.lg.com/uk/smarttv for more information.



BBC iPlayer

SMART CHOICE.

Catch-up TV? Check the weather? Read your horoscope? Play the best games right on your TV? From education to news and entertainment, LG Smart TV has apps the whole family can enjoy.



SMART CONTROL.

The Magic Motion remote is the easiest way to enjoy your LG Smart TV – just point, click, and control. You can also download the LG TV remote app and control your LG Smart TV with your smart phone or tablet.

Available from Android market and Apple App Store
LG Magic Motion Remote (AN-MR200) sold separately.

LG Smart TV
UPGRADER

UPGRADE ANY TV TO SMART TV.

You can also upgrade your existing TV to a Smart TV with the LG ST600 box. Just plug in and you're ready to go. See page 28/29 for more details.



SMART SURF.

Browse the Internet with ease on your LG Smart TV. Search and surf with just a point and a click to access all of your favourite websites without having to turn on your PC or laptop.



SMART SHARE.

LG Smart Share gives you access to all your favourite music, videos and photos, all from the comfort of your own sofa. Not only does it send content directly from your PC, laptop, tablet or smartphone to the big screen, but it's wireless as well.

LG Wi-Fi Dongle required for wireless connectivity. See page 27

THE SMART TV LINE UP

LED



LW550T
See page 10



LV550T
See page 12

PLASMA



PZ950T
See page 20



PZ570T
See page 21

OWING TO TECHNICAL LIMITATIONS, NOT ALL CONTENT IS AVAILABLE ON ALL DEVICES. PLEASE CHECK THE SPECIFICATION OF YOUR CHOSEN DEVICE CAREFULLY BEFORE PURCHASE.

LED TVs

SHARPER PICTURE, STYLISH DESIGN, ULTRA SLIM.

While we certainly appreciate that looks may not be everything, there's no denying that the combination of pristine picture quality and ultra slim design ensures that our range of LED TVs always attract appreciative glances. In fact, they are so sleek and stylish that you may well want to hang them on the wall for all to see. In addition to enhancing the view in any room, they are highly energy efficient, so they'll help you save money as well.

STUNNINGLY REALISTIC PICTURE.

Whether you're watching sports, movies or just your favourite soap LG's LED TVs put you right in the heat of the moment. Crystal clear images, deeper blacks and stunningly realistic colours will leave you breathless.

SO CLEVER, IT THINKS FOR ITSELF.

Say goodbye to complicated picture settings. Picture Wizard and Intelligent Sensor take the hassle out of getting the perfect picture and even adjust brightness and colour levels to the lighting in your room automatically.



LED TVs THE NEXT GENERATION 3D TV.

LW550T

Sit back, slip on your 3D glasses and immerse yourself in another dimension. With live sport and the latest blockbuster movies, your living room will feel more like a buzzing stadium or packed cinema. Plus, with integrated Smart TV technology, your favourite apps, websites and catch-up TV are instantly accessible via your remote control.

Available in 42", 47" and 55".

CINEMA 3D Includes 7 pairs of glasses.

LED Provides a sharper picture with an ultra slim design.

Smart TV Access the best of the Internet on your TV.

Freeview HD Brings you the best of BBC, ITV and C4 in High Definition, with no monthly fee or contract.

MCI 600Hz 600Hz (MCI) reduces picture blur so you can enjoy action-packed movies and sporting events.



LW450U



Available in 32", 42", 47" and 55".

CINEMA 3D
Includes 7 pairs of glasses

LED
Provides a sharper picture with an ultra slim design.

FULL HD 1080p
Discover sparkling High Definition with four times as much picture detail.

Freeview
Free access to over 40 Freeview TV and radio channels.

MCI 400Hz
400Hz (MCI) reduces picture blur so you can enjoy action-packed movies and sporting events.

LED TVs

ULTRA SLIM, ULTRA SMART.

LV550T

Catch up with your favourite web pages, access apps, share holiday snaps or show off your music collection – all on this gorgeously slim TV, thanks to integrated Smart TV technology.

Available in 32", 37", 42" and 47".

LED Provides a sharper picture with an ultra slim design.

Smart TV Access the best of the Internet on your TV.

Freeview HD Brings you the best of BBC, ITV and C4 in High Definition, with no monthly fee or contract.

FULL HD 1080P Discover sparkling High Definition with four times as much picture detail.

MCI 500 500Hz (MCI) reduces picture blur so you can enjoy action-packed movies and sporting events.

WHAT HI·FI?
SOUND AND VISION



What Hi-Fi, July 2011
32LV550T.



LV355T



Available in 32", 37", 42" and 47".

LED Provides a sharper picture with an ultra slim design.

Freeview HD Brings you the best of BBC, ITV and C4 in High Definition, with no monthly fee or contract.

FULL HD 1080P Discover sparkling High Definition with four times as much picture detail.

INTELLIGENT SENSOR Saves energy by adjusting the brightness and colour of the TV picture to the light in your room.

LV355U



Available in 32", 37", 42" and 47".

LED Provides a sharper picture with an ultra slim design.

Freeview Free access to over 40 Freeview TV and radio channels.

FULL HD 1080P Discover sparkling High Definition with four times as much picture detail.

INTELLIGENT SENSOR Saves energy by adjusting the brightness and colour of the TV picture to the light in your room.

LV250U



Available in 19", 22", 26" and 32".

LED Provides a sharper picture with an ultra slim design.

Freeview Free access to over 40 Freeview TV and radio channels.

HD ready Cleaner, sharper more detailed picture than standard definition.

INTELLIGENT SENSOR Saves energy by adjusting the brightness and colour of the TV picture to the light in your room.



LCD TVs
**GREAT FOR
ALL ROUND
ENTERTAINMENT.**

Our range of LCD TVs take everyday viewing up a notch, thanks to fine picture quality and smart, intuitive controls. Plus, with screen sizes starting from 22" and going up to 47", you're sure to find one that fits perfectly into whichever room you have in mind.

CLEVER PICTURE.

Features such as Picture Wizard and Intelligent Sensor help you set the picture just the way you like it, then keep it that way – automatically.

RICH SOUND.

LG Clear Voice automatically balances out the volume of voices against dramatic background sound effects. So you'll always hear what's being said, regardless of what's going on in the background.

TOTAL CONNECTIVITY.

Show off your snaps, tracks and movies on the TV, by connecting your digital camera, MP3 player or flash memory via the USB port.

HIGH DEFINITION FOR FREE

LK530T

The LK5 LCD series provides full HD 1080p picture quality and built in Freeview HD to provide five times the picture quality of standard definition Freeview.

Available in 32", 42" and 47".

Freeview HD Brings you the best of BBC, ITV and C4 in High Definition, with no monthly fee or contract.

FULL HD 1080p Discover sparkling High Definition with four times as much picture detail.

INTELLIGENT SENSOR Saves energy by adjusting the brightness and colour of the TV picture to the light in your room.

3x HDMI Connect your games console, Blu-ray or Home Cinema System for a full High Definition multimedia experience.

MCI 400Hz 400Hz (MCI) reduces motion blur so you can enjoy action-packed movies and sporting events.



LK450U



Available in 32", 37" and 42".



Discover sparkling High Definition with four times as much picture detail.



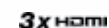
Free access to over 40 Freeview TV and radio channels.



Saves energy by adjusting the brightness and colour of the TV picture to the light in your room.



Allows you to control your picture quality to suit you.



Connect your games console, Blu-ray or Home Cinema System for a full High Definition multimedia experience.

LK330U



Available in 22", 26" and 32".



Cleaner, sharper, more detailed picture than standard definition.



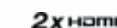
Free access to over 40 Freeview TV and radio channels.



Saves energy by adjusting the brightness and colour of the TV picture to the light in your room.



Allows you to control your picture quality to suit you.



Connect your games console, Blu-ray or Home Cinema System for a full High Definition multimedia experience.

*22" comes with 1 x HDMI only.

PLASMA TVs **BE THERE.**

Dedicated sports fan, passionate moviegoer, or both? Either way, our selection of Plasma TVs has been specifically designed with you in mind. With screen sizes up to a mind-boggling 60" and sensational picture quality to match, the only way you could get any closer to action is by actually being there.

So get the popcorn in, sit back and enjoy the next must-see event on the big screen – all from the best seat in the house.

CRYSTAL CLEAR.

All LG Plasma TVs offer 600Hz technology to eliminate motion blur – perfect for watching action-packed sports and movies.

RAZOR FRAME.

Provides superb picture quality adding to the cinematic experience with a stunning razor frame design.

3D JUST GOT BIGGER.

PZ950T

The PZ950T 3D Smart TV is LG's flagship Plasma TV. With sublime picture quality and stunning Infinia design, convert your living room to a sports stadium or cinema with this large experience, perfect for watching sport and movies in crystal clear picture quality.

Available in 50" and 60".

3D PLASMA TV LG 3D active Plasma TV. Includes one pair of active-shutter 3D glasses.

Smart TV Access the best of the Internet on your TV.

MAGIC MOTION Easy, point click and control navigation.*

Freeview HD Brings you the best of BBC, ITV and C4 in High Definition, with no monthly fee or contract.

FULL HD Discover sparkling High Definition with four times as much picture detail.

600Hz Zero motion blur – perfect for watching high speed sports and movies.

* Magic Motion Remote and Wi-Fi dongle included.



PZ570T



Available in 50" and 60".

3D PLASMA TV LG 3D active Plasma TV. Includes one pair of active-shutter 3D glasses.

Smart TV Access the best of the Internet on your TV.

Freeview HD Brings you the best of BBC, ITV and C4 in High Definition, with no monthly fee or contract.

FULL HD Discover sparkling High Definition with four times as much picture detail.

600Hz Zero motion blur – perfect for watching high speed sports and movies.

PZ250T



Available in 50" and 60".

3D PLASMA TV LG 3D active Plasma TV. Includes one pair of active-shutter 3D glasses.

Freeview HD Brings you the best of BBC, ITV and C4 in High Definition, with no monthly fee or contract.

FULL HD Discover sparkling High Definition with four times as much picture detail.

600Hz Zero motion blur – perfect for watching high speed sports and movies.

PW450T



Available in 42" and 50".

3D PLASMA TV LG 3D active Plasma TV. Includes one pair of active-shutter 3D glasses.

HD Ready Cleaner, sharper and more detailed picture than standard definition.

Freeview HD Brings you the best of BBC, ITV and C4 in High Definition, with no monthly fee or contract.

600Hz Zero motion blur – perfect for watching high speed sports and movies.



RAZOR SHARP PICTURE, RAZOR FRAME DESIGN.

PV350T

Built-in Freeview HD ensures you get to enjoy all your favourite terrestrial TV channels in scintillating detail. Superb for watching sports like, football, tennis and of course, high-octane action movies – whether they're on Freeview or not.

Available in 50".

-  Brings you the best of BBC, ITV and C4 in High Definition, with no monthly fee or contract.
-  Discover sparkling High Definition with four times as much picture detail.
-  Eliminates motion blur so you can enjoy action-packed movies and sporting events.
-  Saves energy by adjusting the brightness and colour of the TV picture to the light in your room.
-  Connect your games console, Blu-ray or Home Cinema System for a full High Definition multimedia experience.



PV250K



Available in 60".

 Free access to over 40 Freeview TV and radio channels.

 Discover sparkling High Definition with four times as much picture detail.

 Eliminates motion blur so you can enjoy action-packed movies and sporting events.

 Saves energy by adjusting the brightness and colour of the TV picture to the light in your room.

2x HDMI
Connect your games console, Blu-ray or Home Cinema system for a full High Definition multimedia experience.


PT353K



Available in 42" and 50".

 Free access to over 40 Freeview TV and radio channels..

HD ready
Cleaner, sharper, more detailed picture than standard definition..

 Eliminates motion blur so you can enjoy action-packed movies and sporting events.

 Saves energy by adjusting the brightness and colour of the TV picture to the light in your room.

2x HDMI
Connect your games console, Blu-ray or Home Cinema System for a full High Definition multimedia experience.



THE FINISHING TOUCHES.

You've chosen your TV, which fits perfectly in your living room, now it's about unleashing its full potential. In this section you'll find those essential finishing touches to complete the Home Entertainment package of your dreams, from the latest Accessories for Cinema 3D & Smart TVs to 3D Blu-ray players and our innovative Smart TV Upgrader.

TAKE YOUR EXISTING TV TO ANOTHER LEVEL.

Love the Internet and everything that it offers? Well, how about enjoying full Internet access on your existing TV? Sound good? Then take a look at our Smart TV Upgrader to make it a reality.

3D MOVIES ON BLU-RAY.

Experience the latest 3D Blu-ray movies in addition to normal Blu-ray and DVD titles with a fantastic range of Blu-ray players to choose from.

HOME CINEMA NEVER SOUNDED SO GOOD.

Select the sound option to match your viewing experience. All of our Home Cinema Systems feature Dolby and DTS HD decoders, ensuring pristine quality sound.

ACCESSORIES.

Offering more than just great TVs, enhance your viewing experience with our high performance LG TV Accessories.



MAGIC MOTION REMOTE CONTROL

AN-MR200

The LG AN-MR200 is the easiest control over your LG Smart TV.

- Drag, flick and select your preferences with simple movements.
- Compatible with all 2011 LG Smart TVs.*

The Magic Motion remote is included with the PZ950T.



CINEMA 3D GLASSES

Cinema 3D glasses are just like the ones you get at most cinemas.

- No batteries required so they don't need re-charging.
- Easy to replace.
- Lightweight.
- Give you a stunning full High Definition 3D picture.
- 7 pairs included with every Cinema 3D TV.



3D ACTIVE GLASSES

AG-S250

Special LCD shutter glasses for 3D Active TVs:

- Activated by an emitter built into the TV.
- Full High Definition 3D picture quality.



SMART WI-FI DONGLE

AN-WF100

The LG Wi-Fi USB adapter provides instant wireless access to enjoy LG Smart TV.

Compatible with all 2011 LG Smart TVs.*

*LW550T, LV550T, PZ950T, PW450T, PZ250T

LG Smart TV
UPGRADER

IT'S YOUR TV, ONLY SMARTER.

The new LG Smart TV Upgrader converts your existing TV into a Smart TV. Watch Youtube videos, access your favourite TV shows from the last 7 days with BBC iPlayer, play games and browse the web – right on your TV, all with one little box.

Internet connection required to access broadband content.
HDMI connection required.



ST600

SMART CHOICE.

Catch-up TV? Check the weather? Read your horoscope? Play the best games right on your TV? From education to news and entertainment, LG ST600 has apps the whole family can enjoy.

SMART CONTROL.

Download the LG remote app and control the ST600 through your iPhone, iPod or Android phone.



SMART SURF.

Browse the Internet with ease on the LG ST600. Search and surf with just a point and a click to access all of your favourite websites without having to turn on your PC or laptop.



SMART SHARE.

LG Smart Share gives you access to all your favourite music, videos and photos, all from the comfort of your own sofa. Not only does it send content directly from your PC, laptop, tablet or smartphone to the big screen, but it's wireless as well.



WHAT HI-FI?
SOUND AND VISION



What Hi-Fi, June 2011.



OWING TO TECHNICAL LIMITATIONS, NOT ALL LG SMART TV CONTENT IS AVAILABLE ON THE ST600.
PLEASE CHECK THE SPECIFICATION OF YOUR CHOSEN DEVICE CAREFULLY BEFORE PURCHASE.

WATCH MOVIES IN ANOTHER DIMENSION.

HR650/HR600



Watch the latest 3D Blu-ray movies as well as normal Blu-ray and DVD titles.



Record an entire series at a touch of a button.



Transfer photos and videos from other devices to your TV without having to use wires.



Record your favourite programmes and movies to the hard drive.*



Wirelessly stream videos, music and pictures to your TV.



Access online content such as YouTube, online photo sharing and weather reports.**

*HR650 - 500GB HDD/HR600 - 250GB HDD
**HR600/HR650 does not support the App store.



BD670



Watch the latest 3D Blu-ray movies as well as normal Blu-ray and DVD titles.



Supports premium video on demand allowing you to watch your favourite shows and access LG apps from the Internet onto your TV screen.



Wirelessly stream videos, music and pictures to your TV.



Transfer photos and videos from other devices to your TV without having to use wires.



Download the Smart remote app to easily navigate your Smart TV using your smartphone.



BD660



Watch the latest 3D Blu-ray movies as well as normal Blu-ray and DVD titles.



Stream videos, music and pictures to your TV.



Access online content such as YouTube, online photo sharing and weather reports.



Download the Smart remote app to easily navigate your Smart TV using your smartphone.



BP691B

Available in 9" WVGA LCD.



Watch and playback the latest Blu-ray and DVD titles.



Access online content such as YouTube, online photo sharing and weather reports.

CRYSTAL CLEAR SOUND, ALL AROUND.



HX966TZ

1100W



Watch the latest 3D Blu-ray movies as well as normal Blu-ray and DVD titles.



Supports premium video on demand allowing you to watch your favourite shows and access LG apps from the Internet onto your TV screen.



Wirelessly stream videos, music and pictures to your TV.



Transfer photos and videos from other devices to your TV without having to use wires.



Download the Smart remote app to easily navigate your Smart TV using your smartphone.



Enjoy music and watch videos with your iPod or iPhone with the smartphone app.



HX906PA

1100W



Watch the latest 3D Blu-ray movies as well as normal Blu-ray and DVD titles.



Supports premium video on demand allowing you to watch your favourite shows and access LG apps from the Internet onto your TV screen.



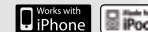
Wirelessly stream videos, music and pictures to your TV.



Transfer photos and videos from other devices to your TV without having to use wires.



Download the Smart remote app to easily navigate your Smart TV using your smartphone.



Enjoy music and watch videos with your iPod or iPhone with the smartphone app.



HX806PG

850W



Watch the latest 3D Blu-ray movies as well as normal Blu-ray and DVD titles.



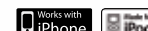
Stream videos, music and pictures to your TV.



Access online content such as YouTube, online photo sharing and weather reports.*



Download the Smart remote app to easily navigate your Smart TV using your smartphone.



Enjoy music and watch videos with your iPod or iPhone with the smartphone app.

*HX806PG does not support the App store.



HX806SG

850W



Watch the latest 3D Blu-ray movies as well as normal Blu-ray and DVD titles.



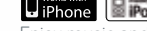
Stream videos, music, and pictures to your TV. Does not have wireless connection.



Access online content such as YouTube, online photo sharing and weather reports.



Download the Smart remote app to easily navigate your Smart TV using your smartphone.



Enjoy music and watch videos with your iPod or iPhone with the smartphone app.



LG



SR906SG

1100W

External
HDD
PLAYBACK

Playback music, photos and HD video files from an external USB drive.



Enjoy music and watch videos with your iPod or iPhone with the smartphone app.

*3D signal via HDMI 1.4



HLX56S

430W

Blu-ray
3D

Watch the latest 3D Blu-ray movies as well as normal Blu-ray and DVD titles.

LG Smart
BLU-RAY™ HOME CINEMA

Supports premium video on demand allowing you to watch your favourite shows and access LG apps from the Internet onto your TV screen.

dlna
CERTIFIED

Wirelessly stream videos, music and pictures to your TV.



Transfer photos and videos from other devices to your TV without having to use wires.



Enjoy music and watch videos with your iPod or iPhone with the smartphone app.

*Includes a wireless active subwoofer, so you can enjoy superb bass sound in any location.



LG 2011 TV RANGE AT A GLANCE

	LCD	LK330U	LK450U	LK530T	LED	LV250U	LV355U	LV355T	LV550T	LW450U	LW550T	PLASMA	PT353K	PV350T	PV250K	PW450T	PZ250T	PZ570T	PZ950T
AVAILABLE SIZES		22, 26, 32	32, 37, 42	32, 42, 47		19, 22, 26, 32	32, 37, 42, 47	32, 37, 42, 47	32, 37, 42, 47	32, 42, 47, 55	42, 47, 55		42, 50	50	60	42, 50	50, 60	50, 60	50, 60
PICTURE																			
Full HD			•	•			•	•	•	•	•			•	•			•	•
HD Ready	•				•							•			•				
Cinema 3D									•	•									
Active 3D															•	•	•	•	•
2D to 3D Picture conversion									•	•					•	•	•	•	•
Freeview	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Freeview HD			•			•	•	•	•	•	•		•		•	•	•	•	•
Motion Clarity Index	50Hz	50Hz	100Hz	100Hz	100Hz	100Hz	500Hz	400Hz	600Hz	600Hz	600Hz	600Hz	600Hz	600Hz	600Hz	600Hz	600Hz	600Hz	600Hz
Picture Wizard II	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Intelligent Sensor		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
SOUND																			
Clear Voice II		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Invisible Speaker		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
CONNECTIVITY																			
HDMI	2 _(26/32) 1 ₍₂₂₎	3	3	3	3	4	3	4	2	2	2	3	3	3	4	4			
USB 2.0	1	1	1	1	1	2	1	2	1	1	1	1	1	1	2	2			
DLNA						•		•							•	•			
Bluetooth																•			
EXTRAS																			
Smart TV						•	•	•	•	•	•				•	•			
Smart Energy Saving	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
3D glasses included						7	7					1	1	1	1				

AV RANGE AT A GLANCE

