



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 α7 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. Smart TV. Native aspect ratio: 16:9. Wi-Fi



Display		Power	
Display diagonal *	195.6 cm (77")	Energy efficiency class (HDR) *	G
HD type *	4K Ultra HD	Energy consumption (SDR) per 1000 hours *	131 kWh
Native aspect ratio *	16:9	Power consumption (typical) *	131 W
TV tuner		Energy consumption (HDR) per 1000 hours *	219 kWh
Tuner type *	Analog & digital	Power consumption (standby) *	0.5 W
Auto channel search	✓	Power consumption (sleep)	0.5 W
Smart TV		Energy saving mode	✓
Smart TV *	✓	Energy efficiency scale	A to G
Operating system version	webOS	Supplier features	
Screen mirroring	✓	Country of origin	South Korea
Apple AirPlay 2 support	✓	Technical details	
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	Sound technology	AI Sound Pro (Virtual 5.1.2 Up-mix)
Music apps	Amazon Music, Apple Music, BBC Sounds, Deezer, Spotify, Tidal	Processor	α7 AI Processor 4K Gen6
Sports apps	DAZN	Weight & dimensions	
Audio		Width (with stand)	1723 mm
Number of speakers *	2	Depth (with stand)	270 mm
RMS rated power *	20 W	Height (with stand)	1043 mm
Audio decoders	Dolby Atmos	Weight (with stand)	30 kg
Sound modes	AI Sound Pro, Clear Voice Pro	Width (without stand)	172.3 cm
Enhanced Audio Return Channel (eARC)	✓	Depth (without stand)	5.53 cm
Audio system	Dolby Atmos	Height (without stand)	99.2 cm
Network		Weight (without stand)	26.7 kg
Wi-Fi *	✓	Stand width	74.9 cm
Packaging data		Stand depth	27 cm
		Mounting kit	✗

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

Other features

Wall mounting kit



SmartFeatures

webOS UI, Quick Cards, Home Hub

App store

LG Content Store



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