



**LG UHD
50UR78006LK
TV 127 cm (50")
4K Ultra HD
Smart TV Wi-Fi
Black**



Model: 50UR78006LK.AEUD

Manufacturer: LG

EAN: 8806087092080

Product Code: 1571259

R17,134

Reveal the Last Detail

LG UHD TV with HDR10 Pro brings optimized brightness levels for vivid colour and remarkable detail.

Take Charge of Quality

The α 5 AI Processor 4K Gen5, delivers a truly powerful experience that's tailored to fit your preferences.

The product information provided is for reference purposes only. Technical specifications, photos, descriptions and prices may change without prior notice. The manufacturer and seller are not responsible for possible data discrepancies or typographical errors. We recommend checking the current information before purchasing.

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Redefine Scale of 4K

Watch non-4K content in 4K on big UHD screens to enjoy clarity and precision in every moment.

See UHD TV on a Whole New Scale

Experience your favourite content up-close with an ultra-big 4K UHD TV.

The Perfect Fit for Full Sound

Pair up all you love to watch with crystal-clear sound—the way it was meant to be heard.

Diversified Settings

Enjoy better control of your soundbar through your LG TV's on-screen settings menu.

Tailored to Your Liking

From your favourite content to your preferred way to view, webOS 23 new Home is the hub that revolved around you.

My Profile

Get tailored movie recommendations, an overview of your team's next games, and your own notifications, all from one place dedicated to you.

Quick Card

Create dedicated cards for your favourite apps and services. Arrange them how you like, switch them up, and jump quickly into your content.

Smart Assistant & Connectivity

LG UHD TV takes convenience to a new level with support for , Apple AirPlay, HomeKit, and Matter. Conveniently monitor connected appliances, check information almost instantly with your voice.

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Cinema-Like Immersion at Home

Watch in 4K and enjoy a viewing experience like the ones in the cinema.

Endless Content On Demand

Easily enjoy content from the biggest streaming platforms directly on LG UHD TV.

AAA Gaming Begins Here

Transform your experience with fast, smooth gaming and feel like you're truly immersed in the game.

Game Optimizer & Dashboard

Find all the settings you need for optimal gameplay in one place. Game Dashboard allows you to change the current game genre settings quickly.

Greener for Better

LG UHD TV's redesigned packaging uses single colour printing and a recyclable box.

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