



**EXPERIENCE FREEDOM WITH LG TV**  
2010 LG LCD TV • Plasma TV

EXPERIENCE FREEDOM  
LG LCD TV • PLASMA TV



A scenic landscape featuring a vibrant field of wildflowers in the foreground, including yellow daisies, white and pink poppies, and blue flowers. In the background, a range of rugged, snow-capped mountains stretches across the horizon under a sky filled with soft, white clouds. A thin power line is visible in the upper left corner.

## What attracts people to the TV?

Is it the exciting adventures that bring us into a new realm beyond ours? Or is it the splendour and wonders of TV that allow us to escape from our confined reality? Enter a world of entertainment. Live freely. It's freedom on a whole new level with LG TV.

# LG LCD TV

## SERIES

### Full HD LCD TV LD650



47"/42"/37"



### Full HD LCD TV LD460



42"/37"/32"



### LCD TV LD330



32"/26"/22"







# LG LCD INNOVATION

# PICTURE | LG LCD TV EXPERIENCE FREEDOM

## TruMotion Technology

No More Motion Blur.



If more dynamic TV contents are what you seek, LG's TruMotion Technology is the best solution. It reduces motion blur dramatically even in fast moving images. Coupled with its fast response time, it enables you to watch fast moving contents without any judder or blur. Only LG's TruMotion Technology gives you the BEST dynamic viewing experience.



## Picture Wizard II

Control picture quality.



Picture Wizard II, the picture quality control guide program installed in LG TVs, allows you to easily control the picture quality through adjustment presets developed by visual specialists.

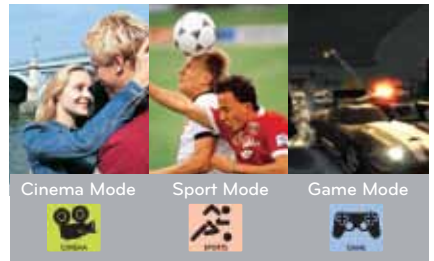


## AV Mode

Optimize picture settings with ONE simple touch.



Tired of adjusting your picture setting all the time? LG's AV Mode helps to optimize picture settings based on content types: Cinema, sport or Games. With just one simple touch, you can now easily customize picture and sound quality to enhance your viewing experience for different contents.



# SOUND | LG LCD TV EXPERIENCE FREEDOM

## Invisible Speaker

Great Sound Is Meant To Be Heard Not Seen.



Having problem finding the speakers on LG BORDERLESS™ TV? Trust us, they're there. You just can't see them because they are beautifully hidden and designed with simplicity and aesthetics in mind. LG LCD TVs utilize a unique speaker system that delivers a clean, polished look and enhanced audio with a wider sound field. The Invisible Speaker system creates an acoustic 'sweet spot' to completely surround you in deep, rich sound thereby giving you a full home entertainment experience.



LG Full HD TV



Conventional TV

## Infinite Sound

To See It Real Is To Hear It Real.



Bring your audio experience one notch higher with LG's Infinite Sound. Tuned by legendary Mr Mark Levinson, LG brings theater surround sound quality to your home. Get ready for phenomenal audio and visual treat!



## SEAMLESS CONNECTIVITY

LG LCD TV  
EXPERIENCE FREEDOM



### NetCast™



**Delivers Seamless Entertainment To You.**

NetCast™ Entertainment Access guarantees instant streaming of limitless online contents via wireless broadband adapter (AN-WF100, sold separately) or Ethernet Cable. LG's alliance with world's largest contents providers broadens your viewing experience to a whole new level.



### DLNA (Digital Living Network Alliance)

**Delivers Limitless Contents Via Seamless Connectivity.**



No more messy wires and cables with LG LCD TV's DLNA. DLNA enables you to connect all your compatible devices such as Blu-ray player, laptop, camera, printer etc. wirelessly. Now, you can spend more time relaxing and enjoying your digital content.



### Wireless AV Link

**Seamless Synchronization Offers Endless Possibilities.**



Indulge in your multimedia library without the hassle of cables. You can now transmit video and audio wirelessly to your TV. This seamless synchronization offers endless possibilities to the way you watch TV.



## DivX HD

**Delivers HD Movies Straight To Your Home.**



Let LG's innovative DivX HD technology brings high definition movies right to your doorstep. Various types of moving pictures which are downloaded from the internet can be viewed through DivX HD on LG LCD TVs. With LG LCD TVs, now you can enjoy high definition movies at the comfort of your home.



## USB 2.0 (JPEG/MP3/DivX)

**Open Up A World Without Wires.**



LG TVs come with USB connection which offers you faster and easier access to multimedia. Having a USB 2.0 interface, it makes sharing possible. Now, you can start sharing pictures, music and movies with your loved ones.



# ECO-FRIENDLY

LG LCD TV  
EXPERIENCE FREEDOM

## Smart Energy Saving

A TV That Delivers Massive Savings.



Saving energy does not always mean sacrificing picture quality. With LG's Smart Energy Saving technology, it is quite the opposite. Smart Energy Saving is an eco-friendly way to experience unprecedented picture quality while saving energy at the same time. With unique energy saving features such as the Intelligent Sensor, now you can enjoy watching TV without worrying about overspending on your utilities bills.

Backlight  
Color  
Sharpness  
Color Temp  
Power consumption

INTELLIGENT SENSOR  
Backlight Control  
SCREEN OFF  
Stand by Mode 0



## Intelligent Sensor

It's More Than Saving Energy.



LG's innovative Intelligent Sensor can analyze the ambient lights in a room and adjusts the backlight of the TV automatically. This not only helps to reduce power consumption but also reducing eye strains during extended viewing. Besides, it can also optimize the picture to the lighting conditions in the surrounding by controlling other settings such as color. This means that it not only saves energy and ensures comfortable viewing; it also enhances picture quality for a personalized and enjoyable viewing experience.

\*Applicable in TV with Smart Energy Saving Plus feature only.



LG LCD TV

# LD650 47"/42"/37"

- Full HD 1080p
- 200,000:1 Dynamic Contrast Ratio
- TruMotion 200Hz
- isf Certification
- Picture Wizard II
- AV Mode
- TruSlim Depth & Bezel
- Invisible Speaker (10W + 10W)
- Infinite Sound
- Clear Voice II
- NetCast™
- Wi-Fi Ready
- Wireless AV Link
- DLNA
- iDTV Tuner
- DivX HD
- USB 2.0 (DivX HD, MP3, Jpeg)
- HDMI x3
- SIMPLINK
- Intelligent Sensor
- Smart Energy Saving Plus



LG LCD TV

# LD460 42"/37"/32"

- Full HD 1080p
- 100,000:1 Dynamic Contrast Ratio
- isf Certification
- Picture Wizard II
- AV Mode
- TruSlim Depth & Bezel
- Invisible Speaker (15W + 15W)
- Infinite Sound
- Clear Voice II
- DivX HD
- USB 2.0 (DivX HD, MP3, Jpeg)
- HDMI x2
- SIMPLINK
- Smart Energy Saving



LG LCD TV

# LD330 32"/26"/22"

- HD Ready
- 70,000:1 Dynamic Contrast Ratio
- isf Certification
- Picture Wizard II
- AV Mode
- Invisible Speaker
- Infinite Sound
- Clear Voice II
- HDMI x2
- HDMI x1 (22" Size Only)
- SIMPLINK
- Smart Energy Saving



# LG PLASMA TV

SERIES

Full HD PLASMA TV

## PK550



50"



3,000,000:1  
Contrast Ratio



PLASMA TV

## PJ350



50"/42"



3,000,000:1  
Contrast Ratio



# LG PLASMA TV INNOVATION



# DESIGN

LG PLASMA TV  
EXPERIENCE FREEDOM

## TruSlim Razor Frame

**Broaden Your View.**

LG's TruSlim Razor Frame technology reduces the thickness of the TV frame so you could further broaden your view. Watch it with less frame unlike any other bulky Plasma TVs.



# PICTURE

LG PLASMA TV  
EXPERIENCE FREEDOM

## Protective Skin Glass

**Delivers Improved Clarity.**

LG Plasma TV's Protective Skin Glass delivers significantly improved clarity by narrowing the gap between glass filter and module.



## 3,000,000:1 Mega Contrast Ratio

**Vividly Rich Detail With  
Anti Reflection.**



LG's plasma TVs are engineered with Dynamic Mega Contrast Ratio technology. This means that pictures are exceptionally clear and crisp with significantly reduced optical glare and light reflection. With the addition of cobalt blue colorant to the previous panels of achromatic color, it can project colors naturally without white balance and provide vivid images even in a bright environment without reflection.

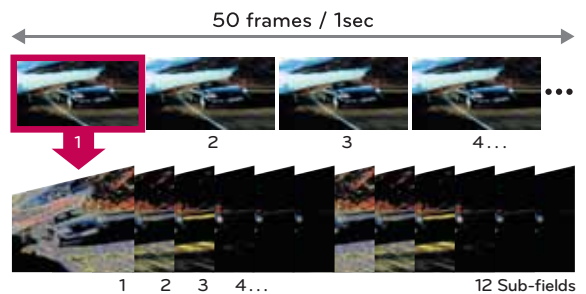


## 600Hz Sub-field Driving

**Zero Motion Blur With  
Split Second Response Time.**



LG's advanced 600Hz Subfield Driving technology substantially reduces motion blur, judder, and artifacts even for the fastest action sequences in movies, sports or video games.





# SOUND

LG PLASMA TV  
EXPERIENCE FREEDOM

## Invisible Speaker

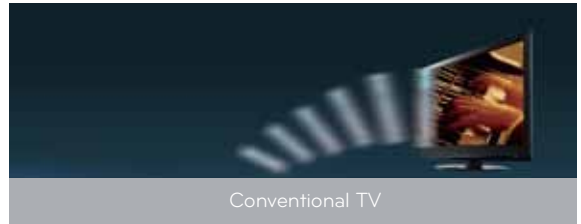
Great Sound Is Meant To Be Heard Not Seen.

**invisible**  
SPEAKER

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LG Full HD TV



Conventional TV

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# SEAMLESS CONNECTIVITY

LG PLASMA TV  
EXPERIENCE FREEDOM

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## USB 2.0 (JPEG/MP3/DivX)

Open Up A World Without Wires.



LG TVs come with USB connection which offers you faster and easier access to multimedia. Having a USB 2.0 interface, it makes sharing possible. Now, you can start sharing pictures, music and movies with your loved ones.



# ECO-FRIENDLY

LG PLASMA TV  
EXPERIENCE FREEDOM



## Smart Energy Saving Plus A TV That Delivers Massive Savings.



Saving energy does not always mean sacrificing picture quality. With LG's Smart Energy Saving Plus technology, it is quite the opposite. Smart Energy Saving Plus is an eco-friendly way to experience unprecedented picture quality while saving energy at the same time. With unique energy saving features such as the Intelligent Sensor, now you can enjoy watching TV without worrying about overspending on your utilities bills.

## Intelligent Sensor

It's More Than Saving Energy.



LG's innovative Intelligent Sensor can analyze the ambient lights in a room and adjusts the backlight of the TV automatically. This not only helps to reduce power consumption but also reducing eye strains during extended viewing. Besides, it can also optimize the picture to the lighting conditions in the surrounding by controlling other settings such as color. This means that it not only saves energy and ensures comfortable viewing; it also enhances picture quality for a personalized and enjoyable viewing experience.



## APS (Auto Power Save)

Optimize Power Saving.



LG Plasma TVs offer an easy-to-use energy saving mode for optimal picture quality. Auto Power Save picture mode delivers fresh color, contrast, and sharpness with optimized power saving.

## Green Certification

LG's 2010 Plasma TVs are meeting RoHS compliance and also energy efficient enough to receive numbers of most-renowned Eco label certificates such as Eco-flower\* and EuP B Class Label\*\*.





# LG PLASMA TV

## PK550 50"



- Full HD 1080p
- 3,000,000:1 Mega Contrast Ratio
- TruSlim Razor Frame
- Protective Skin Glass
- Dual XD Engine
- 600Hz Max Sub-field Driving
- Picture Wizard II
- AV Mode
- iDTV Tuner
- Clear Voice II
- Invisible Speaker (10W + 10W)
- Infinite Sound
- DivX HD
- USB2.0 (DivX HD, MP3, Jpeg)
- HDMI x3
- Intelligent Sensor
- Smart Energy Saving Plus
- APS



Best Of  
Innovations 2010



# LG PLASMA TV

## PJ350 50"/42"



- 3,000,000:1 Mega Contrast Ratio
- TruSlim Razor Frame
- Protective Skin Glass
- Dual XD Engine
- 600Hz Sub-field Driving
- Picture Wizard II
- AV Mode
- iDTV Tuner
- Clear Voice II
- Invisible Speaker (10W + 10W)
- Infinite Sound
- DivX HD
- USB2.0 (DivX HD, MP3, Jpeg)
- HDMI x3
- Intelligent Sensor
- Smart Energy Saving Plus
- APS



# LG LCD TV SPECIFICATIONS



**LD650**  
47"/42"/37"



**LD460**  
42"/37"/32"



**LD330**  
32"/26"/22"

| PICTURE                        |  |  |  |
|--------------------------------|--|--|--|
| BLU Type                       | Full HD  | Full HD  | HD Ready   |
| Resolution                     | 1920 x 1080  | 1920 x 1080  | 1366 x 768   |
| TruMotion (100Hz,200Hz,400Hz)  | 200Hz  | -  | -  |
| Dynamic Contrast Ratio         | 200,000:1  | 100,000:1  | 70,000:1/50,000:1(22")                                   |
| Viewing Angle Degree           | 178/178  | 178/178  | 178/178  |
| Colors Reproduction (R,G,B)    | 10Bit  | 10Bit  | 8Bit   |
| Response Time (G to G)         | 2ms  | 4ms  | 5ms  |
| WCC (Wide Color Control)       | -  | -  | -  |
| VIDEO                          |  |  |  |
| XD Engine                      | -  | -  | -  |
| THX                            | -  | -  | -  |
| Aspect Ratio Correction        | +8modes(16:9/Just scan/Original/4:3                      | +8modes(16:9/Just scan/Original/4:3                      | +8modes(16:9/Just scan/Original/4:3                      |
| Color Temperature Control      | /14:9/Zoom/Cinema Zoom/Full Wide)                        | /14:9/Zoom/Cinema Zoom/Full Wide)                        | /14:9/Zoom/Cinema Zoom/Full Wide)                        |
|                                | +3modes(Warm, Medium, Cool)                              | +3modes(Warm, Medium, Cool)                              | +3modes(Warm, Medium, Cool)                              |
| 24p Real Cinema                | -  | -  | -  |
| Expert Mode/ ISF Ready         | -  | -  | -  |
| Eye Care (Anti Dazzling)       | -  | -  | -  |
| Fresh white                    | -  | -  | -  |
| xvCC                           | -  | -  | -  |
| AV Mode (Cinema/Game/Sport)    | -  | -  | -  |
| Picture Wizard II              | -  | -  | -  |
| SOUND                          |  |  |  |
| Speaker                        | Invisible Speaker  | Invisible Speaker  | Invisible Speaker  |
| Audio Output                   | 10W + 10W  | 15W + 15W  | 10W+10W(32")/7W+7W(26")/5W+5W(22")                       |
| Speaker System                 | 1 Way 2 Speaker  | 1 Way 2 Speaker  | 1 Way 2 Speaker  |
| Infinite Sound                 | -  | -  | -  |
| Bass/Treble/Balance            | -  | -  | -  |
| Auto Volume                    | -  | -  | -  |
| Sound Mode                     | +5modes(Standard/Music/                                  | +5modes(Standard/Music/                                  | +5modes(Standard/Music/                                  |
|                                | Cinema/Sport/Game)                                       | Cinema/Sport/Game)                                       | Cinema/Sport/Game)                                       |
| Clear Voice II                 | -  | -  | -  |
| FEATURE                        |  |  |  |
| 3D                             | -  | -  | -  |
| Wireless AV Link               | -  | -  | -  |
| NetCast™                       | -  | -  | -  |
| iDTV Tuner                     | •(DVB-T)   | -  | -  |
| Bluetooth                      | -  | -  | -  |
| DLNA/CIFS                      | -  | -  | -  |
| Smart Energy Saving            | •(Plus)  | -  | -  |
| DivX                           | •(HD)  | •(HD)  | -  |
| Intelligent Sensor             | -  | -  | -  |
| SIMPLINK (HDMI CEC)            | -  | -  | -  |
| USB MP3/JPEG/DivX              | •/•/•  | •/•/•  | -  |
| INTERFACE                      |  |  |  |
| Set Side                       |  |  |  |
| AV In                          | 1  | 1  | 1(32"/26")   |
| USB 2.0                        | 2  | 1  | -  |
| HDMI In                        | 1  | 1  | 2(26/32"), 1(22")  |
| Headphone Out                  | 1  | 1  | -  |
| Set Rear                       |  |  |  |
| RF In                          | 1  | 1  | 1  |
| AV In                          | 1  | 1  | 1  |
| Component in (Y,Pb,Pr) + Audio | 1(480i/480p/576i/576p/720p/<br>1080i/1080p)-1080p:60p50p | 1(480i/480p/576i/576p/720p/<br>1080i/1080p)-1080p:60p50p | 1(480i/480p/576i/576p/720p/<br>1080i/1080p)-1080p:60p50p |
| HDMI Input                     | 2  | 1  | 2(32"/26")/1(22")  |
| RGB In (D-sub 15pin) - PC      | 1  | 1  | 1  |
| PC Audio Input                 | 1  | 1  | 1  |
| RS-232C (Control / SVC)        | 1  | 1  | 1  |
| USB 2.0                        | -  | -  | -  |
| DIMENSION                      |  |  |  |
| Weight(kg) 1) SET (w/o stand)  | 29.8/18.3/13.9   | 13.7/ 11.2/ 8.6  | 10.7/ 7.8/ 4.6   |
| 2) With stand                  | 33.0/20.3/15.5   | 15.4/ 12.9/ 9.6  | 11.8/ 8.9/ 4.8   |
| WxHxD(mm) 1) SET (w/o stand)   | 47" : 1137 x 685 x 76.8                                  |  |  |
|                                | 42" : 1024 x 621 x 76.8                                  | 1023.0x644.0x76.6  | 804.0x528.0x79.9   |
|                                | 37" : 916 x 560 x 77.7                                   | 916.0x584.0x77.4   | 667.0x446.2x80.0   |
|                                |  | 799.0x516.0x73.5   | 533.4x351.7x65.0   |
| 2) With stand                  | 47" : 1137 x 758 x 270                                   | 1023.0x685.0x261.0                                       | 804.0x583.0x223.8  |
|                                | 42" : 1024 x 685 x 261                                   | 916.0x625.0x261.0  | 667.0x583.0x223.8  |
|                                | 37" : 916 x 625 x 261                                    | 799.0x555.0x207.0  | 533.4x397.0x171.0  |

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# LG PLASMA TV SPECIFICATIONS



**PK550**  
50"



**PJ350**  
50"/42"

| PICTURE  |  |  |
|--|--|--|
| Resolution   | 1920 x 1080p   | 1365 x 768p/1024 x 768p  |
| Brightness (cd/m2)                                   | 1500   | 1500   |
| Dynamic Mega Contrast Ratio                          | 3,000,000:1  | 3,000,000:1  |
| Colors Reproduction (R,G,B)                          | 16 bits  | 16 bits  |
| 600Hz Sub-field Driving                              | •  | •  |
| Filter Type (Glass)                                  | •  | •  |
| BORDERLESS™ Design                                   | -  | -  |
| ISM (Image Sticking Minimization)                    | •(White Wash/Orbiter/Color Wash)                                       | •(White Wash/Orbiter/Color Wash)                                       |
| Altitude   | 2,000m   | 2,000m   |
| Life Span (hr)                                       | 100,000(Standard Mode)   | 100,000(Standard Mode)   |
| BROADCASTING   |  |  |
| Digital DVB-T  | •/•  | •/•  |
| Data MHEG  | •  | •  |
| VIDEO  |  |  |
| Dual XD Engine                                       | •  | •  |
| Picture Wizard                                       | •  | •  |
| Aspect Ratio   | 16:9   | 16:9   |
| 3D Noise Reduction                                   | •(High/Mid/Low/Off)  | •(High/Mid/Low/Off)  |
| Color Temperature Control                            | •(Cool, Medium, Warm)  | •(Cool, Medium, Warm)  |
| 24p Real Cinema                                      | •  | •  |
| Picture Mode   | •8 Mode(Vivid•Standard/APS/Cinema/Sports/Game/Isf Expert1/Isf Expert2) | •8 Mode(Vivid/Standard/APS/Cinema/Sports/Game/Isf Expert1/Isf Expert2) |
| SOUND  |  |  |
| Speaker  | Invisible Speaker  | Invisible Speaker  |
| Audio Output (Watts - THD 10%)                       | 10W + 10W  | 10W + 10W  |
| Speaker System                                       | 1 Way 2 Speaker  | 1 Way 2 Speaker  |
| Dolby Digital Decoder                                | •  | •  |
| Surround System                                      | Infinite Sound   | Infinite Sound   |
| Bass/Treble/Balance                                  | •/•/•  | •/•/•  |
| Smart Volume Leveler                                 | •  | •  |
| FUNCTION   |  |  |
| USB 2.0  | •/•/•  | •/•/•  |
| MP3/JPEG/MPEG 2/4(HD DivX) Device (included USB Hub) | USB Flash Memory, Card Reader<br>External HDD(FAT32, NTFS)             | USB Flash Memory, Card Reader<br>External HDD(FAT32, NTFS)             |
| NetCast™   | -  | -  |
| DivX   | •(HD)  | •(HD)  |
| Wireless AV Link                                     | -  | -  |
| Bluetooth  | -  | -  |
| Smart Energy Saving Plus                             | •  | •  |
| Intelligent Sensor                                   | •  | •  |
| DLNA   | -  | -  |
| Clear Voice II (Voice Zoom)                          | •  | •  |
| AV Mode  | •  | •  |
| 1080P Source Input                                   | HDMI 60p/50p/30p/24p<br>Component 60p/50p                              | HDMI 60p/50p/30p/24p<br>Component 60p/50p                              |
| AV Input Navigation                                  | •  | •  |
| Simplink (HDMI CEC)                                  | •  | •  |
| FUNCTION   |  |  |
| Set Side   |  |  |
| AV In  | 1  | 1  |
| HDMI In  | 1  | 1  |
| USB 2.0  | 1  | 1  |
| Set Rear   |  |  |
| RF In  | 1  | 1  |
| Component in (Y,Pb,Pr) + Audio                       | 2  | 2  |
| HDMI/HDCP Input                                      | 2  | 2  |
| RGB In (D-sub 15pin) - PC                            | 1  | 1  |
| PC Audio Input                                       | 1  | 1  |
| RS-232C(Control/SVC)                                 | 1(Control & SVC)   | 1(Control & SVC)   |
| DIMENSION  |  |  |
| Weight(kg) 1) SET (w/o stand)                        | 28.6   | 27.6/20  |
| 2) With stand  | 31.0   | 30/21.6  |
| WxHxD(mm) 1) SET (w/o stand)                         | 50" : 1171.4 x 724.4 x 55.3  | 50" : 1171.4 x 720.9 x 55.3<br>42" : 988 x 617.8 x 55.3                |
| 2) With stand  | 50" : 1171.4 x 786.2 x 309.7   | 50" : 1171.4 x 781.8 x 309.7<br>42" : 988 x 688.5 x 260                |

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