

# OLED B3 Series

## LG OLED TV B3

77"

65"

55"

\* Class size: See below for details.

- **Self-lit OLED 4K**
- **α7 AI Processor Gen6**
- **WebOS23 & LG Channels**
- **True Cinema Experience**
- **Ultimate Gameplay**



### DESCRIPTION

#### Unbeatable picture on an AI-powered Smart TV

The unmatched beauty of self-lit OLED pixels in the LG OLED B3 is more than meets the eye. Keep pace with the action with a native 120Hz refresh rate for smoother movement whether you're gaming or watching sports. Entertainment extras like Dolby Vision™,\* Dolby Atmos®\* and FILMMAKER MODE™ give you the big picture experience straight from your couch.

\*Dolby, Dolby Atmos and the double-D symbol are registered trademarks of Dolby Laboratories.

### KEY FEATURES

#### Self-lit OLED 4K

##### Perfect black, infinite contrast, smooth motion

LG OLED has over 8.3 million self-lit pixels that turn on and off individually for perfect black and incredible colors, with contrast you can't get from anywhere else but OLED. Take in the action with a native 120Hz refresh rate for smooth, lifelike movement whether you love sports, movies, games or all of the above.

#### α7 AI Processor Gen6

##### Beautiful picture, powered by intelligence

Enjoy outstanding picture powered by the α7 AI Processor Gen6 which uses AI to detect what you're watching and automatically improve the picture and sound quality. Experience everything from movies to sports in vibrant color and incredible depth for an immersive viewing experience.

#### WebOS23 & LG Channels

##### Smart TV, simplified

Less searching, more streaming, thanks to the next generation of AI technology. Enjoy your favorite content including fitness, sports, entertainment and more. With Quick Cards, group your favorite apps into categories and use the Magic Remote to easily find what you're looking for. Get instant access to over 300 free channels with LG Channels.\*

\*Internet connection and subscriptions to streaming services are required; number of LG Channels subject to change.

#### True Cinema Experience

##### See and hear the ultimate in home theater

Experience the magic of the big screen right from your couch. Every LG OLED comes loaded with Dolby Vision™ for extraordinary color, contrast and brightness, plus Dolby Atmos®\* for wrap-around sound. Land in the center of the action with LG's FILMMAKER MODE™, allowing you to see films just as the director intended.

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#### Ultimate Gameplay

##### Game with the power of LG OLED

Packed with gaming features, the LG OLED B3 comes with everything you need to win. Experience crisp, smooth imagery from a 0.1ms response time and native 120Hz refresh rate. All LG OLED TVs have NVIDIA G-Sync, AMD FreeSync Premium and VRR to further improve gaming quality. Two HDMI 2.1 inputs allow you to plug in all the devices you need. Whether you game on consoles or on the cloud\*, the LG Game Dashboard and Game Optimizer put all the control at your fingertips.

\*Subscription and compatible gaming controller are required.

SPECIFICATIONS

PICTURE (PANEL)	
Display Type	4K OLED
Display Resolution	4K Ultra HD (3,840 x 2,160)
Brightness Booster	-
Refresh Rate	120Hz Native
Perfect Black	Yes
Wide Color Gamut	OLED Color
100% Color Fidelity	Yes
100% Color Volume	Yes
PICTURE (PROCESSING)	
Picture Processor	α7 AI Processor Gen6
AI Picture	AI Picture Pro
AI Upscaling	AI Super Upscaling 4K
Dynamic Tone Mapping	Yes (Dynamic Tone Mapping)
HDR (High Dynamic Range)	Dolby Vision / HDR10 / HLG
Dolby Vision	Yes
FILMMAKER MODE™	Yes
Dimming Technology	Pixel Dimming
Motion	OLED Motion
GAMING	
Game Optimizer	Yes (Game Dashboard)
G-Sync Compatible (Nvidia)	Yes
FreeSync Compatible (AMD)	Yes
VRR (Variable Refresh Rate)	Yes
ALLM (Auto Low Latency Mode)	Yes
HGIG Mode	Yes
Response Time	<0.1 ms
Cloud Gaming	NVIDIA GeForce Now, Utomik
SMART TV	
Operating System (OS)	webOS 23
ThinQ	Yes
Intelligent Voice Recognition	Yes
Magic Remote Control	Built-In
Home Hub	Yes
Amazon Alexa (Built-in)	Yes (Built-in)
Works with Amazon Alexa	Yes
Works with Hey Google	Yes
Works with Apple Home	Yes
Works with Apple Airplay2	Yes
Hands-free Voice Control	-
Next Picks	Yes
Art Gallery	Yes
App Store	Yes (App)
Full Web Browser	Yes
LG Channels	Yes
Who.Where.What?	Yes
Sports Alert	Yes
Multi View	Yes
Room to Room Share	Yes (Receiver)
Always Ready	-
USB Camera Compatible	Yes
Home Office	Yes

Game Service	Yes
Music Service	Yes
Matter	Yes
AI Concierge	Yes
Content Partners	Netflix, HBO Max, Prime Video, Disney+, Apple TV, Hulu, Paramount+, Peacock, Youtube TV, Spotify, iHeartRadio and more
AUDIO	
Speaker System	2.0 channel
Speaker Direction	Down Firing
Dolby Atmos	Yes
AI Sound	AI Sound Pro (Virtual 5.1.2 Up-mix)
DTS:X (by-pass only)	Yes
Clear Voice Pro	Yes
WiSA Ready	Yes (Up to 2.1 Channel)
Audio Codec	AC4, AC3(Dolby Digital), EAC3, HE-AAC, AAC, MP2, MP3, PCM, WMA, apt-X (Refer to manual)
LG Sound Sync	Yes
Sound Mode Share	Yes
Bluetooth Surround Ready	Yes (2 Way Playback)
CONNECTIVITY	
NEXTGEN TV (ATSC 3.0)	-
Wi-Fi Standard	Wi-Fi Certified (Wi-Fi 5)
Bluetooth Support	Yes (v 5.0)
IP Control	Yes
Simplink (HDMI CEC)	Yes
TV Tuner	ATSC, Clear QAM
Smartphone Remote App	Yes (LG ThinQ)
INPUTS & OUTPUTS	
HDMI Input	4ea (supports 4K 120Hz, eARC, VRR, ALLM, QMS as specified in HDMI 2.1 (2 port))
HDMI Audio Return Channel	eARC (HDMI 3)
USB Input	2ea (v 2.0)
RF Input (Antenna/Cable)	1ea
Composite In (AV)	-
Ethernet Input	1ea
RS-232C Input (Min Jack)	Yes
SPDIF (Optical Digital Audio Out)	1ea
Headphone output	-
POWER	
Power Supply (Voltage, Hz)	AC 120V, 50/60Hz
Standby Power Consumption	Under 0.5W
Power Consumption	77": 146 W 65": 120 W 55": 100 W
Annual Power Consumption	77": 269 kWh/y 65": 222 kWh/y 55": 185 kWh/y

SPECIFICATIONS

OLED77B3PUA (76.7" DIAGONAL) DIMENSIONS/WEIGHTS/UPC	
TV Dimensions with Stand (WxHxD)	67.8" x 41.1" x 10.6"
TV Dimensions without Stand (WxHxD)	67.8" x 39.1" x 2.2"
Packaging Dimensions (WxHxD)	74" x 44.5" x 11.2"
Stand Width	29.5"
TV Weight with Stand	66.1 lbs
TV Weight without Stand	58.9 lbs
Packaging Weight	94.4 lbs
VESA Mounting (W x H)	400 x 200
UPC	195174050934
OLED65B3PUA (64.5" DIAGONAL) DIMENSIONS/WEIGHTS/UPC	
TV Dimensions with Stand (WxHxD)	57" x 34.2" x 9.7"
TV Dimensions without Stand (WxHxD)	57" x 32.8" x 1.8"
Packaging Dimensions (WxHxD)	68.4" x 37.4" x 8.1"
Stand Width	22"
TV Weight with Stand	55.1 lbs
TV Weight without Stand	52.9 lbs
Packaging Weight	73.9 lbs
VESA Mounting (W x H)	300 x 200
UPC	195174050941
OLED55B3PUA (54.6" DIAGONAL) DIMENSIONS/WEIGHTS/UPC	
TV Dimensions with Stand (WxHxD)	48.3" x 29.3" x 9.7"
TV Dimensions without Stand (WxHxD)	48.3" x 27.9" x 1.8"
Packaging Dimensions (WxHxD)	59.3" x 32.9" x 8.1"
Stand Width	22"
TV Weight with Stand	43.9 lbs
TV Weight without Stand	41.7 lbs
Packaging Weight	56.4 lbs
VESA Mounting (W x H)	300 x 200
UPC	195174050958
ACCESSORIES INCLUDED	
Wall Mount	-
Remote	Magic Remote
Remote Control Battery	Yes (AA x 2EA)
Power Cable	Yes (Attached)
Quick Start Guide	Yes
E-Manual	Yes
OPTIONAL ACCESSORIES (SOLD SEPARATELY)	
Stand	-
Wall Mount	OLW480
Floor Stand	FS22GB: 65", 55"
DESIGN	
TV Color	Black
Stand Color	Light Black
WARRANTY	
Limited Warranty	1 Year Parts & Labor