| 98" | 85" | 75" | 65" | 55" | 50" |

* Class size: See below for details.

Bring home 4K: An incredible watching experience

Bring home 4K resolution in an impressive range of screen sizes with LG UHD TVs. Enjoy swift, easy browsing and tons of personalized recommendations including over 400 free LG channels.*

*Internet connection required; number of LG Channels subject to change.

- Nano Detail Enhancer Powered by alpha 7
- 4K Super Upscaling / AI Sound Pro Powered by alpha 7 (alpha 8 available in 98")
- HDR10 Pro
- FILMMAKER MODE™
- webOS

Key Benefits

NANO DETAIL ENHANCER POWERED BY ALPHA 7

Powered by LG's advanced α7 AI Processor 4K Gen9, Nano Detail Enhancer brings extraordinary clarity to everything you watch. By intelligently analyzing each scene, it fine-tunes textures, sharpens edges, and enhances contrast—so even the smallest details stand out with lifelike precision.

AI SUPER UPSCALING POWERED BY ALPHA 7 PROCESSOR

AI Super Upscaling Powered by Alpha 7 Processor upscales* lower resolution content into stunning near-4K clarity

*Image quality of upscaled content will vary based on source resolution.

BRILLIANT DETAIL IN EVERY SCENE*

HDR10 Pro dynamically adjusts brightness, revealing crisp details and vivid color in both bright and dark scenes for a stunning, lifelike picture.

*Utilizes LG Dynamic Tone Mapping to enrich HDR10 content.

JUST THE WAY THEY INTENDED

Watch films just how the directors envisioned them with automatic preservation of the director's original colors, settings and frame rates for a true at-home cinematic experience FILMMAKER MODE™ with Ambient Light Technology.

EXPERIENCE LG'S AWARD-WINNING SMART TV PLATFORM POWERED BY AI

Powered by Google Gemini & Microsoft Copilot, LG's Smart TV platform, webOS 2026, delivers an AI experience which makes your TV smarter & more personalized. With just your voice, the TV brings up your customized screen, recommends what you'll love next & adjusts picture & sound to match your preferences. It helps solve problems before you ask, generates personalized content, and provides real-time sports stats. Plus, LG Shield helps provide protection against malware, viruses & other threats.*

*Internet connection and subscriptions to streaming services are required; number of LG Channels and movies & shows (on-demand) subject to change. Software update will automatically download for up to 5 years. Consumers who disable "auto-update" will receive a pop-up notification to accept or deny software update. LG account required to access our network-based smart services.receive a pop-up notification to accept or deny software update. LG account required to access our network-based smart services.

Specifications

PICTURE (PANEL)

Display Type	4K UHD
Display Resolution	4K Ultra HD (3,840 x 2,160)
Backlight Type	Direct
Refresh Rate	60Hz Native

PICTURE (PROCESSING)

Picture Processor	a7 AI Processor 4K Gen9
AI Upscaling	4K Super Upscaling
Dynamic Tone Mapping	Yes
HDR (High Dynamic Range)	HDR10 / HLG
FILMMAKER MODE™	Yes

GAMING

Game Optimizer	Yes (Game Dashboard)
VRR (Variable Refresh Rate)	Yes (Up to 60Hz)
ALLM (Auto Low Latency Mode)	Yes
HGIG Mode	Yes

SMART TV

Operating System	webOS 26
ThinQ	Yes
Intelligent Voice Recognition	Yes (with LG ThinQ app.)
Magic Remote Control	Ready (requires AI Magic Remote)
Home Hub	Yes (LG ThinQ)
Works with Hey Google	Yes
Works with Apple Home	Yes
Works with Apple Airplay	Yes
Google Cast built-in	Yes
App Store	Yes (App)
Full Web Browser	Yes
LG Channels	Yes
USB Camera Compatible	Yes
Home Office	Yes
Games Service	Yes
Music Service	Yes
Sports	Yes
Matter	Yes
AI Concierge	Yes
AI Chatbot	Yes
AI Voice ID	Ready (requires AI Magic Remote)
Copilot	Yes
Content Partners	Netflix, HBO Max, Disney+, YouTube, Prime Video, ESPN, Apple TV and more
LG Link	Yes
LG Shield	Yes

AUDIO

Speaker System	98": 2.2 Channel 85/75/65/55/50": 2.0 Channel
Speaker Direction	Down Firing
AI Sound	AI Sound Pro (Virtual 9.1.2 Up-mix)
Clear Voice Pro	Yes (Auto Volume Leveling)
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 (1 Way Playback)
WOW Orchestra	Yes
Simultaneous Audio Output	Yes

CONNECTIVITY

Wi-Fi® Standard	Yes (Wi-Fi 5)
Bluetooth® Support	Yes (v 5.3)
IP Control	Yes
Simplink (HDMI CEC)	Yes
TV Tuner	ATSC1.0 (Terrestrial), QAM (Cable)
Smartphone Remote App	Yes (LG ThinQ)
HDMI Input	3ea (supports eARC, ALLM)
HDMI Audio Return Channel	eARC (HDMI 2)
USB Input	1ea (v 2.0)
RF Input (Antenna/Cable)	1ea
Ethernet Input	1ea
SPDIF (Optical Digital Audio Out)	1ea (98" only)

POWER

Power Supply (Voltage, Hz)	AC 120V, 50/60Hz
Standby Power Consumption	Under 0.5 W
Typical Power Consumption	98": 418 W 85": 210 W 75": 180 W 65": 140 W 55": 105 W 50": 98 W
Annual Power Consumption	98": 766 kWh/y 85": 386 kWh/y 75": 331 kWh/y 65": 258 kWh/y 55": 194 kWh/y 50": 182 kWh/y
Energy saving Mode	Yes

Specifications

98NU850BPUB.AUSQ (98" DIAGONAL) DIMENSIONS/WEIGHTS/UPC

TV Dimensions with Stand (WxHxD)	86.0" x 52.9/51.3" x 17.0"
TV Dimensions without Stand (WxHxD)	86.0" x 49.3" x 2.9"
Shipping Dimensions (WxHxD)	93.7" x 56.6" x 8.9"
Stand Width	70.6"
TV Weight with Stand	116.4 lbs
TV Weight without Stand	110.2 lbs
Shipping Weight	143.3 lbs
VESA Mounting (W x H)	600 x 400
UPC	195174150054

85NU850BPUA.AUS (85.2" DIAGONAL) DIMENSIONS/WEIGHTS/UPC

TV Dimensions with Stand (WxHxD)	74.4" x 45.2" x 14.3"
TV Dimensions without Stand (WxHxD)	74.4" x 42.8" x 2.9"
Shipping Dimensions (WxHxD)	81.9" x 47.8" x 6.7"
Stand Width	61.6"
TV Weight with Stand	66.8 lbs
TV Weight without Stand	65.3 lbs
Shipping Weight	87.3 lbs
VESA Mounting (W x H)	400 x 400
UPC	195174139530

75NU850BPUA.AUS (75.1" DIAGONAL) DIMENSIONS/WEIGHTS/UPC

TV Dimensions with Stand (WxHxD)	65.7" x 40.4" x 14.2"
TV Dimensions without Stand (WxHxD)	65.7" x 37.9" x 2.8"
Shipping Dimensions (WxHxD)	71.7" x 42.7" x 6.4"
Stand Width	51.1"
TV Weight with Stand	49.6 lbs
TV Weight without Stand	48.7 lbs
Shipping Weight	66.4 lbs
VESA Mounting (W x H)	300 x 300
UPC	195174139196

65NU850BPUA.AUS (65.1" DIAGONAL) DIMENSIONS/WEIGHTS/UPC

TV Dimensions with Stand (WxHxD)	57.0" x 35.5" x 10.6"
TV Dimensions without Stand (WxHxD)	57.0" x 33.0" x 2.8"
Shipping Dimensions (WxHxD)	62.2" x 37.4" x 5.6"
Stand Width	46.7"
TV Weight with Stand	31.1 lbs
TV Weight without Stand	30.6 lbs
Shipping Weight	43.9 lbs
VESA Mounting (W x H)	300 x 200
UPC	195174139486

55NU850BPUA.AUS (55.3" DIAGONAL) DIMENSIONS/WEIGHTS/UPC

TV Dimensions with Stand (WxHxD)	48.3" x 30.6" x 9.1"
TV Dimensions without Stand (WxHxD)	48.3" x 28.1" x 2.8"
Shipping Dimensions (WxHxD)	53.4" x 31.7" x 4.7"
Stand Width	38.9"
TV Weight with Stand	21.2 lbs
TV Weight without Stand	20.9 lbs
Shipping Weight	27.8 lbs
VESA Mounting (W x H)	300 x 200
UPC	195174137956

50NU850BPUA.AUS (50" DIAGONAL) DIMENSIONS/WEIGHTS/UPC

TV Dimensions with Stand (WxHxD)	43.8" x 28.0 x 9.1"
TV Dimensions without Stand (WxHxD)	43.8" x 25.6" x 2.8"
Shipping Dimensions (WxHxD)	47.8" x 29.5" x 4.5"
Stand Width	35.5"
TV Weight with Stand	18.3 lbs
TV Weight without Stand	18.1 lbs
Shipping Weight	23.1 lbs
VESA Mounting (W x H)	300 x 200
UPC	195174137932

ACCESSORIES INCLUDED

Stand	Yes
Remote	Standard Remote
Remote Control Battery	Yes (AAA x 2EA)
Power Cable	Yes (Detachable)
Quick Start Guide	Yes
E-Manual	Yes

OPTIONAL ACCESSORIES (SOLD SEPARATELY)

Stand	-
Wall Mount	85/75": WB24GCB 65/55/50": OLW480B
Floor Stand	-

WARRANTY

Limited Warranty	1 Year Parts & Labor