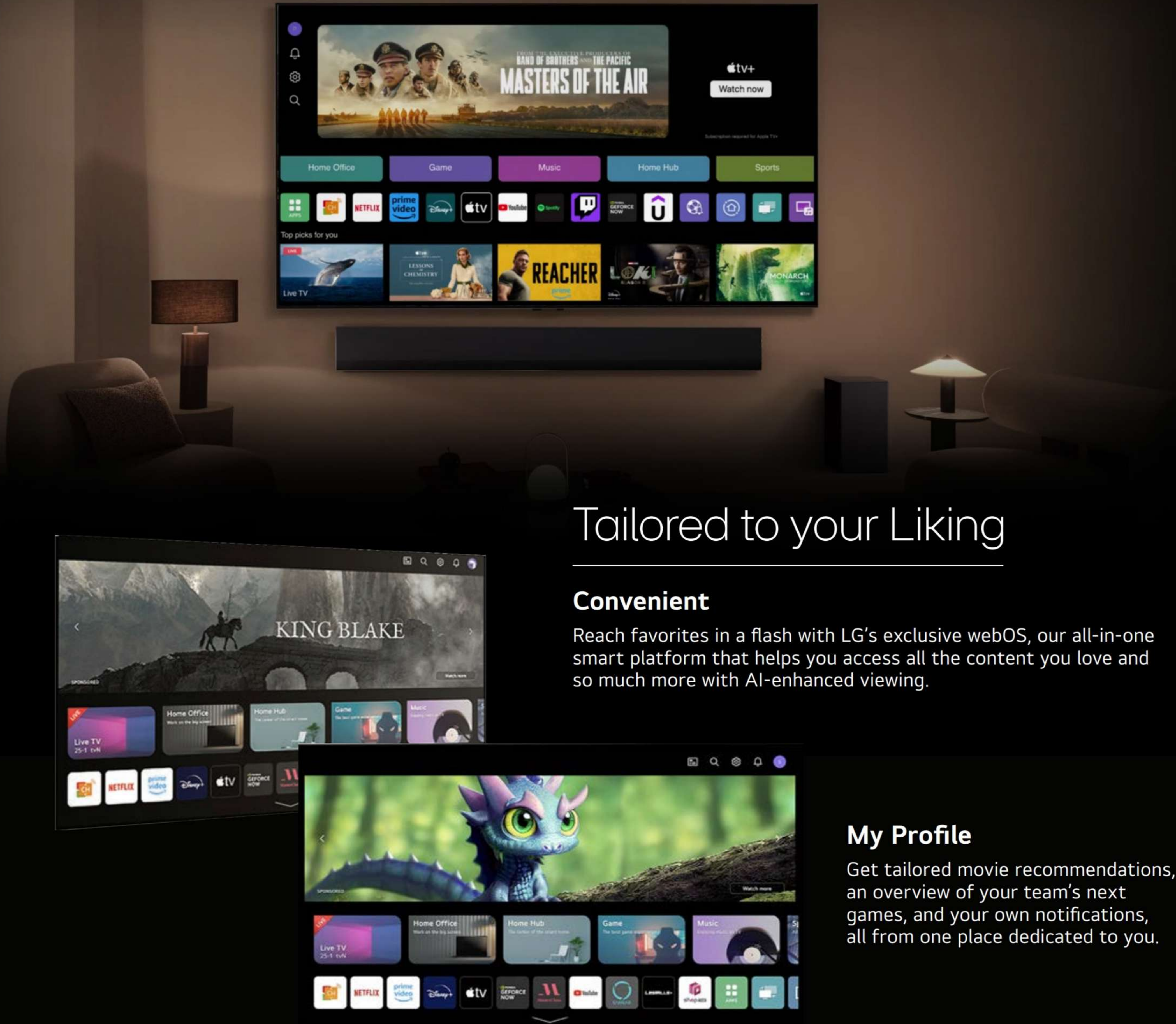




Tailored to your Liking

Convenient

Reach favorites in a flash with LG’s exclusive webOS, our all-in-one smart platform that helps you access all the content you love and so much more with AI-enhanced viewing.

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.



WebOS Re:New Program

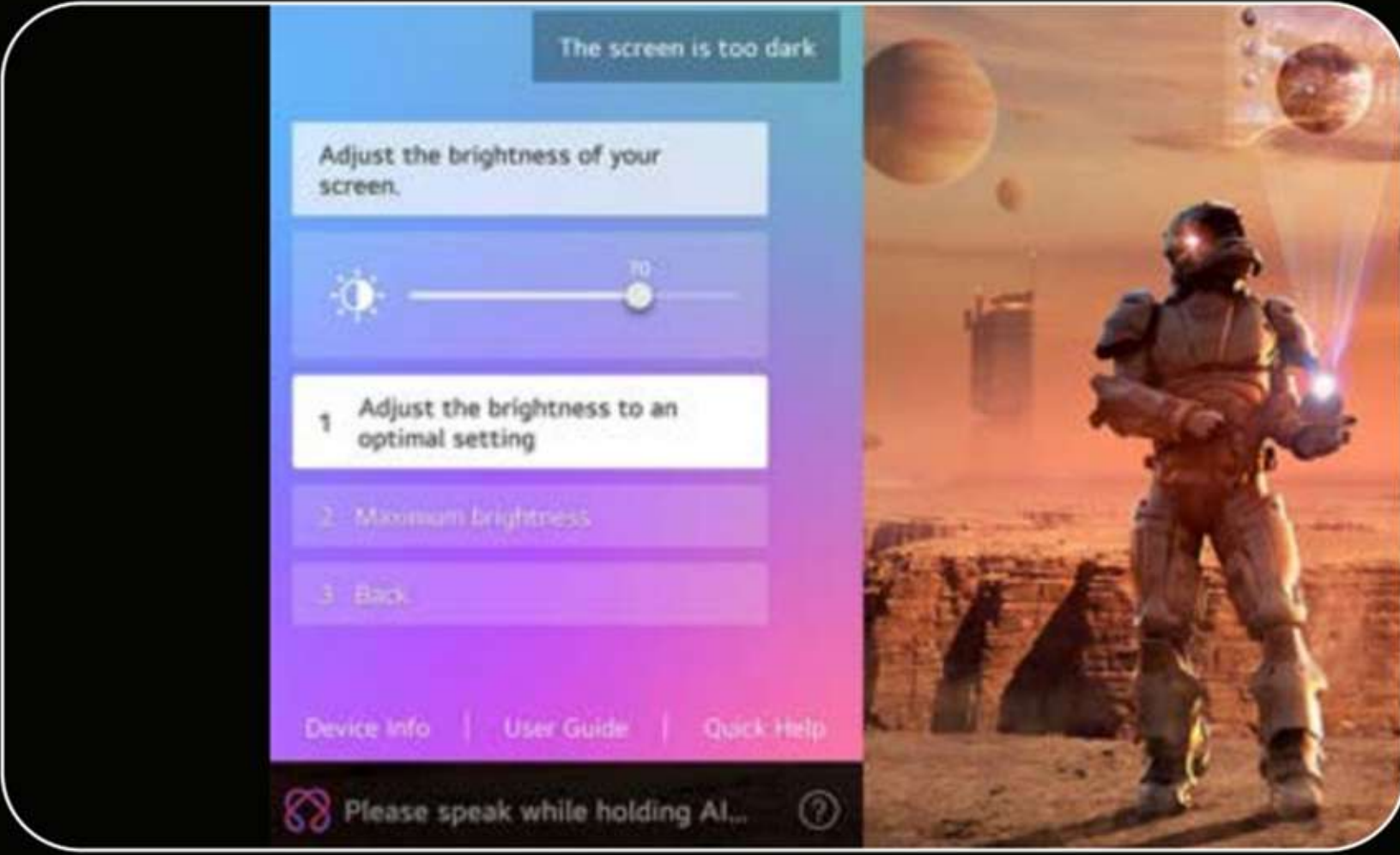
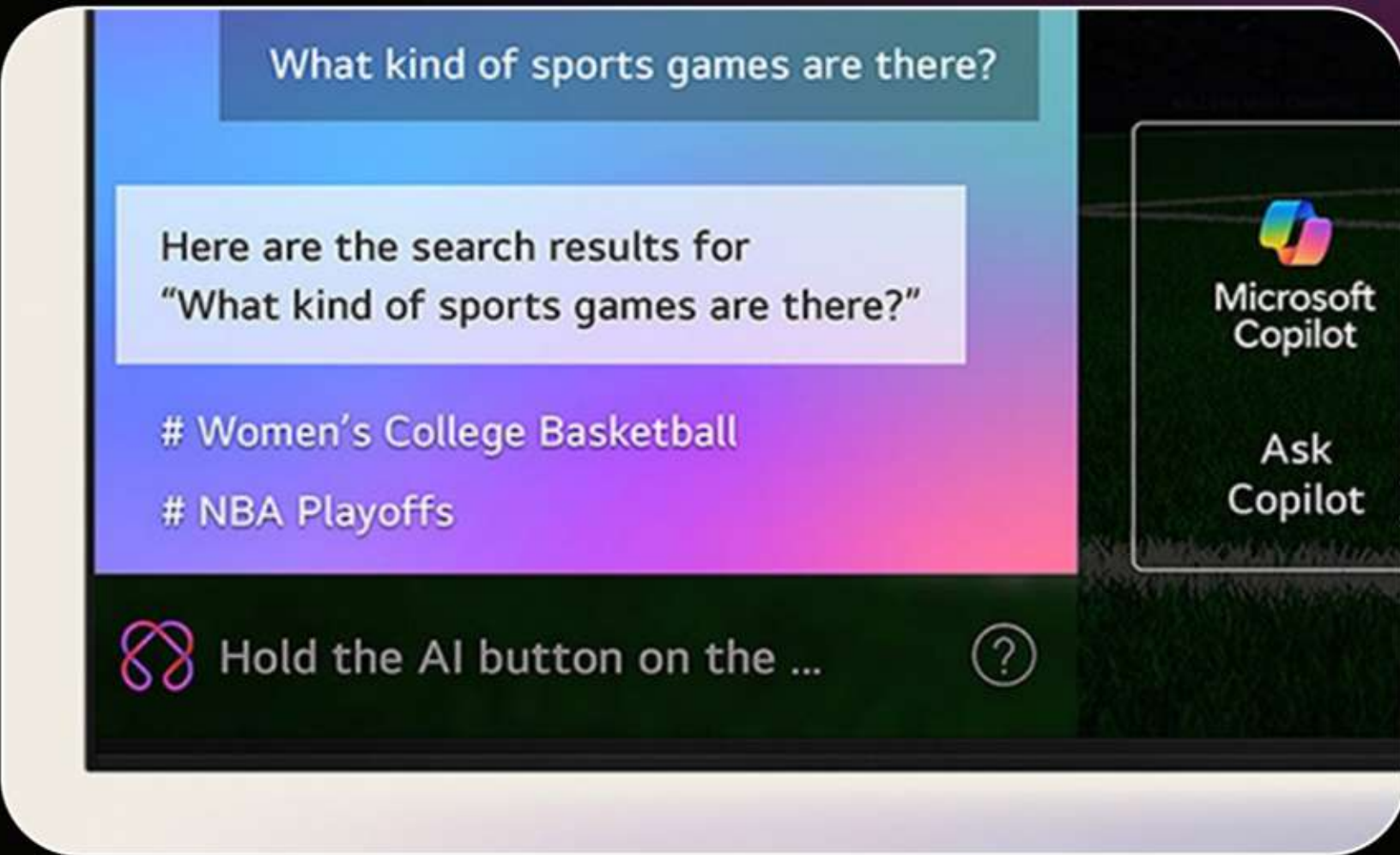
Every year, get a new TV for 5 years! Our TVs stay as fresh as the day you got them, with continuous updates and added features for your convenience.



The Complete AI experience

AI Magic Remote

Control your TV easily with AI magic remote – no extra device needed! With a motion sensor and scroll wheel, point and click to use it like an air mouse or simply speak for voice commands.



AI Search

Ask your TV anything. Built-in AI recognizes your voice and swiftly provides personalized recommendations to your requests. You can also get additional results and solutions with Microsoft Copilot.

*AI Search is available on OLED, QNED, NanoCell, and UHD TVs released from 2024 onwards.
*The US and Korea use the LLM Model.
*Internet connection required.

AI Voice ID

LG AI Voice ID recognizes each user’s unique voice signature and offers personalized recommendations the moment you speak.

*AI Voice ID may show reduced or limited content depending on region and network connectivity.
*Voice ID support may vary by region and country and is available on OLED, QNED, and UHD TVs released from 2024 onwards.
*It works only with apps that support the Voice ID account.
*AI Search is available on OLED, QNED, and UHD TVs released from 2024 onwards.
*In the US and Korea, AI Search uses the LLM Model.
*AI Chatbot available in countries supporting NLP in their native language.
*It is possible to link the AI chatbot to customer service.
*Some features may require an internet connection.

AI Chatbot

Interact with the AI Chatbot through your AI Magic Remote and address all concerns from configuring settings to troubleshooting. AI can understand user intent and will provide immediate solutions.

*Internet connection required.
*AI Chatbot available in countries supporting NLP in their native language.
*It is possible to link the AI chatbot to customer service.

AI Concierge

One short press on the AI button on your remote opens up your AI Concierge which provides customized keywords and recommendations based on your search and watching history.

*Supported menus and apps may vary by country.
*Menus displayed may be different upon release.
*Keyword recommendations vary according to the app and time of day.