



* All images in this datasheet are for illustrative purposes only.



UHD Signage UR781C (EU)

4K UHD Smart TV



4K UHD



HGIG



Thrilling Sports Experience

	UR781C (EU)	86UR781COLB, 75/65/55/50/43UR781COLK
Display	Stand Type	2 Poles
	Inch	85" / 75" / 65" / 55" / 50" / 43"
	Resolution	3,840 x 2,160 (4K UHD)
VESA	86" : 600 x 400,	75" : 400 x 400
	65" / 55" : 300 x 300,	50" / 43" : 200 x 200



4K UHD, Vibrant Viewing in Ultra High Resolution

LG UHD TVs surpass your expectations every time. Experience lifelike picture quality and vivid colours with four times more pixel accuracy than Full HD.



Enhance Your Interior

Add UHD to your interior decoration. A slim panel and bezel combined with aesthetic design elevate any interior.



HGiG, Immerse Yourself in the Game

LG is partnered with some of the big names in the gaming industry, allowing you to enjoy the latest HDR game and immerse yourself in your game play.



Game Optimizer

Find all the setting you need for optimal gameplay in one place that allows you to change the current game genre setting quickly.

SPECIFICATIONS

UR781C (EU)

Commercial Model		86UR781COLB	75/65/55/50/43UR781COLK
Display	Type	4K UHD	4K UHD
	Resolution	4K Ultra HD (3,840 × 2,160)	4K Ultra HD (3,840 × 2,160)
	Backlight Type	Direct	Direct
	Size	86"	75" / 65" / 55" / 50" / 43"
	Refresh Rate	50 Hz Native	50 Hz Native
Brightness (Set Typ.)	280 nit	75" : 280 nit, 65" / 55" / 50" : 300 nit, 43" : 270 nit	
Picture (Processing)	Main Processor (SoC)	α5 AI Processor 4K Gen6	α5 AI Processor 4K Gen6
	AI Upscaling	4K Upscaling	4K Upscaling
	Dynamic Tone Mapping	Yes	Yes
	AI Brightness Control	Yes	Yes
	HDR (High Dynamic Range)	HDR10 / HLG	HDR10 / HLG
	FILMMAKER MODE™	Yes	Yes
Picture Mode	9 Modes (Vivid, Standard, Eco, Cinema, Sports, Game, Filmmaker, (ISF) Expert (Bright Room), (ISF) Expert (Dark Room))	9 Modes (Vivid, Standard, Eco, Cinema, Sports, Game, Filmmaker, (ISF) Expert (Bright Room), (ISF) Expert (Dark Room))	
Gaming	HGIG Mode, Game Optimizer (Game Dashboard), ALLM (Auto Low Latency Mode)		
Smart TV	Operating System (OS) webOS 23, ThinQ, Intelligent Voice Recognition (Ready), Magic Remote Control (Ready), Works with Apple Airplay2, Smartphone Remote App (LG ThinQ), Full Web Browser, LG Channels, Sports Alert, Family Settings, USB Camera Compatible		
Audio	Audio Output (Woofer / per Channel)	20 W	20 W
	Speaker System	2.0 Channel	2.0 Channel
	Speaker Direction	Down Firing	Down Firing
	AI Sound	Virtual 5.1 Up-mix	Virtual 5.1 Up-mix
	Clear Voice Pro	Yes	Yes
	AI Acoustic Tuning	Ready	Ready
	LG Sound Sync	Yes	Yes
	Sound Mode Share	Yes	Yes
	Simultaneous Audio Output	Yes	Yes
	Bluetooth Surround Ready	Yes (2 Way Playback)	Yes (2 Way Playback)
Audio Codec	AC4, AC3 (Dolby Digital), EAC3, HE-AAC, AAC, MP2, MP3, PCM, WMA, apt-X (Refer to Manual)	AC4, AC3 (Dolby Digital), EAC3, HE-AAC, AAC, MP2, MP3, PCM, WMA, apt-X (Refer to Manual)	
Connectivity	HDMI Input (3 ea (Supports eARC, ALLM as Specified in HDMI 2.1)), Simlink (HDMI CEC), HDMI Audio Return Channel (eARC (HDMI 1)), USB Input (2 ea (v 2.0)), Wi-Fi 5, Bluetooth Support (v 5.0), Ethernet Input, CI Slot, RF Input (Antenna / Cable, 2 ea), SPDIF (Optical Digital Audio Out)	HDMI Input (3 ea (Supports eARC, ALLM as Specified in HDMI 2.1)), Simlink (HDMI CEC), HDMI Audio Return Channel (eARC (HDMI 2)), USB Input (2 ea (v 2.0)), Wi-Fi 5, Bluetooth Support (v 5.0), Ethernet Input, CI Slot, RF Input (Antenna / Cable, 2 ea), SPDIF (Optical Digital Audio Out)	
Accessibility	High Contrast, Gray Scale, Invert Colors		
Dimensions / Weights	Packaging Dimensions (W × H × D, mm)	2,115 × 1,215 × 228	75" : 1,820 × 1,115 × 200 (ISTA6 : 1,880 × 1,115 × 200) 65" : 1,600 × 970 × 172 (ISTA6 : 1,670 × 1,070 × 203) 55" : 1,360 × 810 × 162 (ISTA6 : 1,360 × 810 × 162) 50" : 1,215 × 775 × 152 (ISTA6 : 1,275 × 775 × 152) 43" : 1,055 × 660 × 142 (ISTA6 : 1,120 × 660 × 142)
	Packaging Weight (Overseas, kg)	58.4	75" : 40.7 (ISTA6 : 41.2) 65" : 27.6 (ISTA6 : 29.2) 55" : 18.9 (ISTA6 : 19.1) 50" : 14.5 (ISTA6 : 14.8) 43" : 10.7 (ISTA6 : 11.5)
	TV Stand (W × D, mm)	1,532 × 362	75" : 1,344 × 361 65" : 1,156 × 269 55" : 948 × 230 50" : 859 × 230 43" : 804 × 200
	TV Weight (without Stand / with Stand, kg)	45.2 / 45.9	75" : 31.4 / 31.8 65" : 21.4 / 21.6 55" : 14.0 / 14.1 50" : 11.7 / 11.8 43" : 8.8 / 8.9
	VESA Mounting (W × H, mm)	600 × 400	75" : 400 × 400 65" : 300 × 300 55" : 300 × 300 50" : 200 × 200 43" : 200 × 200
Power	Power Supply (Voltage, Hz)	AC 100-240 V, 50-60 Hz	AC 100-240 V, 50-60 Hz
	Standby Power Consumption	Under 0.5 W	Under 0.5 W
Accessory	Remote Control (Standard Remote), Power Cable (86" : Attached, 75" / 65" / 55" / 50" / 43" : Detachable)		

* Specifications are subject to change without notice. Please make sure to check the product manual for details about product usage.



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