



* All images are for illustrative purposes only.

LG UN731C (ASIA)

4K UHD Smart TV

Take a closer look at the sharpness of an LG 4K TV, giving your guests a great in-room entertainment experience.

 Real 4K

 webOS

 OTT Apps

 AirPlay

 Features for Commercial Use



The Real 4K TV for All Your Entertainment Needs

LG UHD TVs are made to offer entertainment by taking everything you watch to a new level. Whether it's cinema, sports, or games, it delivers realistic images with vivid colour and fine detail in up to four times the definition of Full HD.

* The actual product may differ from image shown. Images above simulated.



Enjoy Content in Lifelike High Definition

LG UHD TVs provide optimal HDR picture quality with the support of major HDR formats including HDR 10 Pro and HLG Pro.

* The above image is for illustrative purpose only.



Live Smart with the New webOS

Enjoy more content through streaming. Also, the newly added voice control feature allows you to control your TV with your voice.

* Compatible apps and the Launcher bar may differ by TV models or region.



All Your Favorite Content, All in One Place

Experience a wide variety of entertaining OTT content. From the latest movies, TV shows, documentaries to live sports and more, you can find them all here in one place. Just sit back and enjoy.

* Compatible apps may differ by TV models or region.



Hotel Mode (Public Display Mode)

LG TVs are designed to be used in a variety of commercial environments. From channel selection to volume level, you can control the TV settings in business areas.



AirPlay Lets You Do It All. Watch, Listen, Share.

AirPlay 2 lets you effortlessly share movies, TV shows, photos and more from your iPhone, iPad or Mac with your LG TV. You can even play music on your LG TV and other AirPlay 2-compatible speakers in your place at the same time - all in sync.

* Some features may require subscriptions for 3rd party services.
 • The actual product and GUI may differ from image shown. Images above simulated.
 • AirPlay, iPhone, iPad and Mac are trade marks of Apple Inc.

PRODUCT INFORMATION

* 55 inch

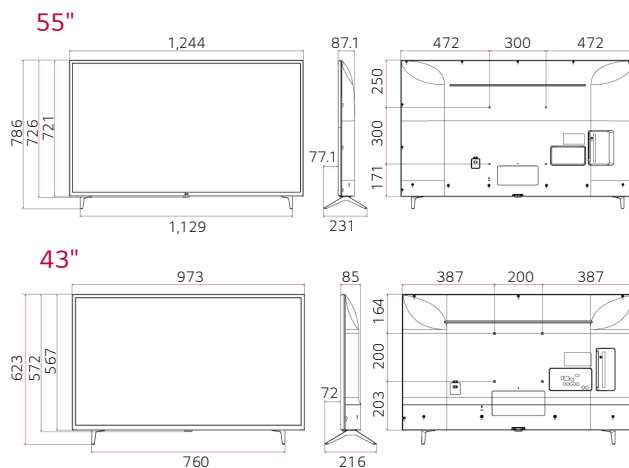
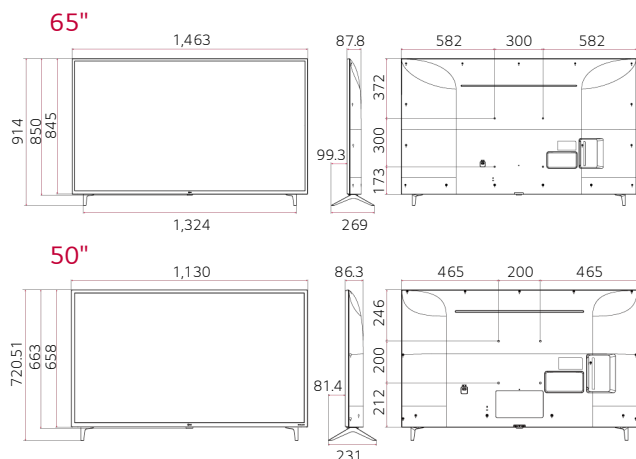


UN731C (ASIA)

Design	Stand Type	2 Pole Stand
Display	Inch	65" / 55" / 50" / 43"
	Resolution	3,840 × 2,160 (UHD)
Broadcasting System	DVB-T2, Analog TV Reception	

DIMENSION

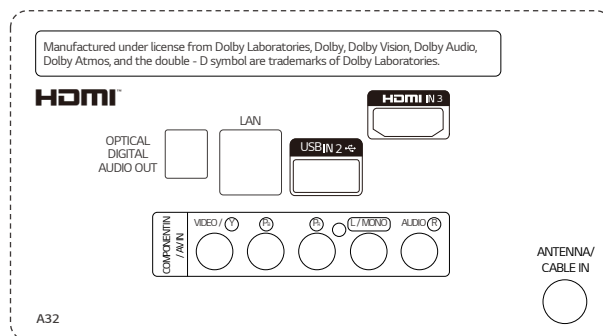
(unit: mm)



CONNECTIVITY

65" / 55" / 50" / 43"

Rear



Side



* Dimensions & Jack Panels may differ from the above image, so please contact LG sales team to verify before ordering.

SPECIFICATIONS

UN731C (ASIA)

Display	Screen Size	65" / 55" / 50" / 43"
	Resolution	3,840 × 2,160
	Screen Type	LCD (LED Backlight)
	BLU Type	Direct
Video (Picture Quality)	Processor	Quad Core Processor 4K
	Image Enhancing	Image Enhancing
	HDR / HDR10 Pro / HLG	Active HDR / Yes (4K / 2K) / Yes (4K / 2K)
	FILMMAKER MODE™	Yes
	HDR Effect	Yes (4K / 2K)
	Dynamic Tone Mapping / Pro	HDR Dynamic Tone Mapping
	Dimming Algorithm	LG Local Contrast
	Upscaler	4K Upscaler
	Picture Mode	10 Modes (Vivid, Standard, Eco, Cinema, Sports, Game, HDR Effect, Filmmaker, (ISF) Expert (Bright Room, Dark Room))
Audio	Sound Output	20 W (10 W per Channel)
	Channel	2.0 ch
	Direction	Down Firing
	Surround Mode	Ultra Surround
	Bluetooth Surround Ready	Yes (Bluetooth Required)
	LG Sound Sync	Yes (Bluetooth Required)
	Auto Notification (Bluetooth Easy Paring)	Yes (Bluetooth Required)
	Sound Share	Yes
Broadcasting System	Digital TV Reception (Terrestrial, Cable, Satellite)	DVB-T2
	Analog TV Reception	Yes
AI Function	ThinQ, Intelligent Voice Recognition, Speech to Text, LG Voice Search, Google Assistant, Amazon Alexa, AI UX, AI Home, AI Recommendation, Intelligent Edit, Home Dashboard, Auto Device Detection, Smart Speaker Compatible, Google Home Connection, Amazon Echo Connection, LG ThinQ Hub Device, LG Smart Speaker (WK7, WK9), Mobile Connectivity, ThinQ App	
Smart Feature	webOS Smart TV, Number of CPUs (Quad), Magic Remote Control (Built-In), Quick Access, Universal Control, 360° VR Play, Related Content Search, LG Store, DIAL, Web Browser, Music Player, TV On with Mobile, Wi-Fi TV On, Bluetooth Low Energy On, Network File Browser, Block Access to Harmful Site, Live Plus (ACR-based Bilateral Service (webOS5.0 : Australia (Asia))), Hotel Mode, Sports Alert, Music Discovery	
Connectivity	Screen Share, HDMI 2.0 (1 Rear / 2 Side), Simplink (HDMI CEC), ARC (HDMI 2), USB (1 Rear / 1 Side), LAN (Rear), Component (Rear, Component In / AV in Common), Composite In (AV (Rear, Component In / AV in Common)), RF In (RF), SPDIF (Optical Digital Audio Out (Rear)), Wi-Fi (802.11 ac), Bluetooth (V 5.0)	
Dimension	W × H × D / Weight (with Stand)	65" : 1463 x 914 x 271mm / 21.6Kg, 55" : 1244 x 786 x 231mm / 14.5Kg, 50" : 1130 x 722 x 231mm / 11.5Kg, 43" : 973 x 623 x 216mm / 8.1Kg
	W × H × D / Weight (without Stand)	65" : 1463 x 850 x 88mm / 21.3Kg, 55" : 1244 x 726 x 87mm / 4.3Kg, 50" : 1130 x 663 x 86mm / 11.3Kg, 43" : 973 x 572 x 85mm / 8.0Kg
	W × H × D / Weight (Shipping)	65" : 1600 x 970 x 190mm / 28.4Kg, 55" : 1360 x 835 x 175mm / 19.5Kg, 50" : 1215 x 775 x 175mm / 14.5Kg, 43" : 1060 x 660 x 152mm / 10.2Kg
Power	Power Supply	AC 100-240 V ~, 50/60 Hz
	Standby Power Consumption	Under 0.5 W
	Power Consumption (Max)	65" : 209 W, 55" : 167 W, 50" : 163 W, 43" : 123 W
	Energy Saving Mode	Yes
	Illuminance Green Sensor	Yes
	Energy Standard	Yes
Accessory	Remote	MR20
	Power Cable	Yes (TV Detached)

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