

Digital Skills and Research Methods

(BMSW4003_LON)



(Yahoo, 2022)

- ▶ OLED TV
- ▶ Group 4
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OLED TV

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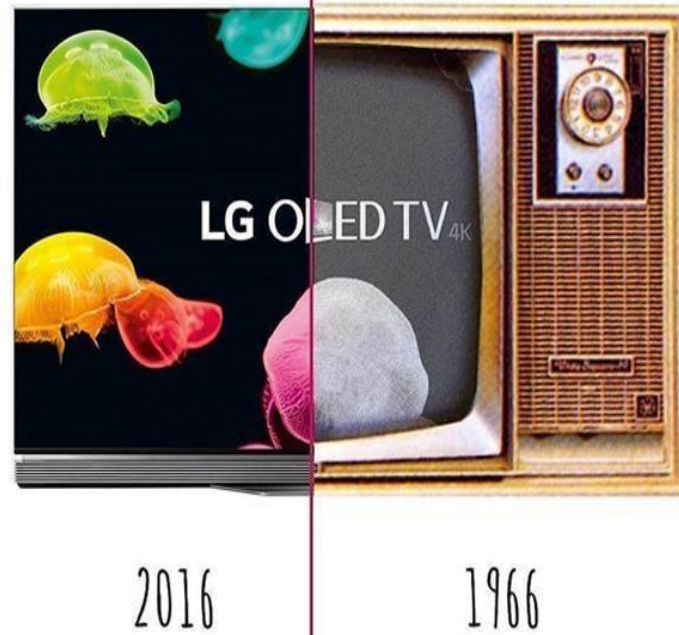
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OLED TV

LG is a global leader
in the television
industry.



(LG, 2022)

TV Evolution





OLED TV

- LG was the first company to introduce local television to the Korean market in 1966.
- The world's first HDR-capable 4K OLED TV from LG was unveiled last year, as was the LG SIGNATURE OLED TV, LG's flagship model.

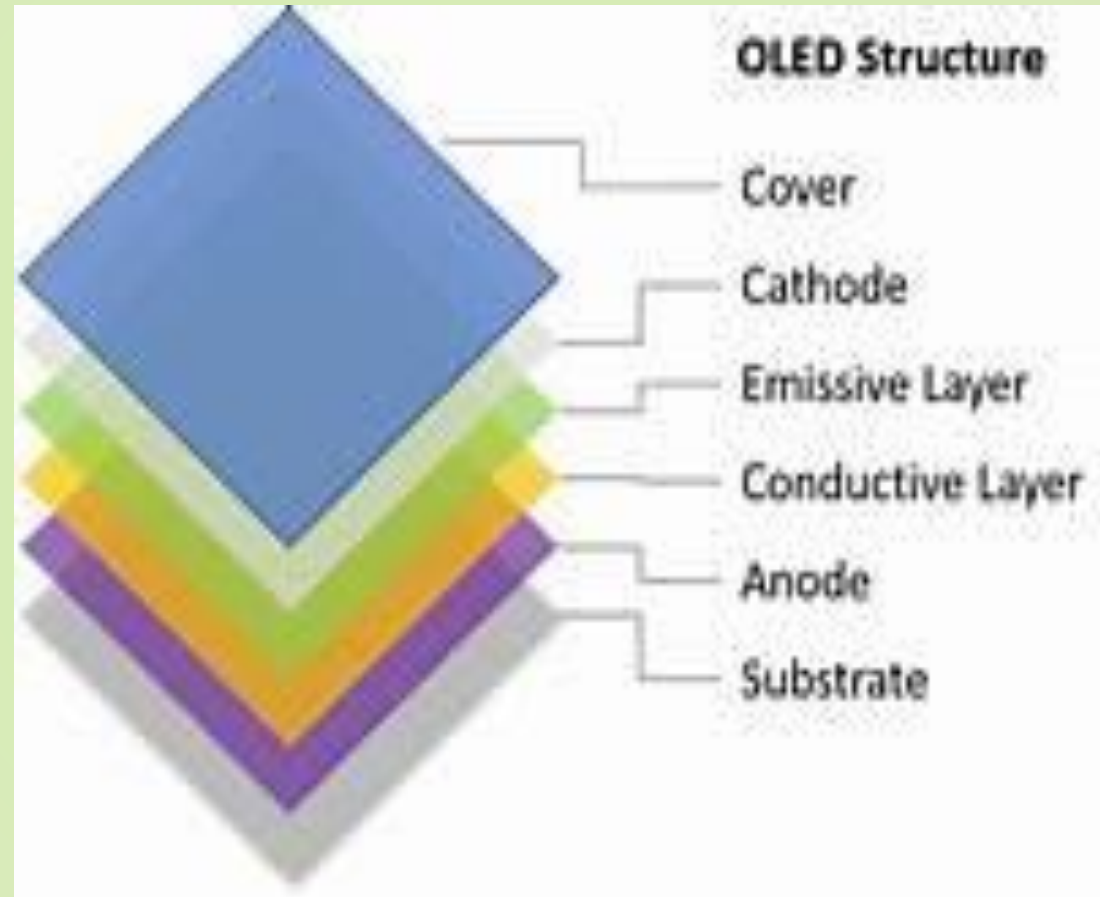
OLED TV

O-Organic

L-Light

E-Emitting

D-Diode



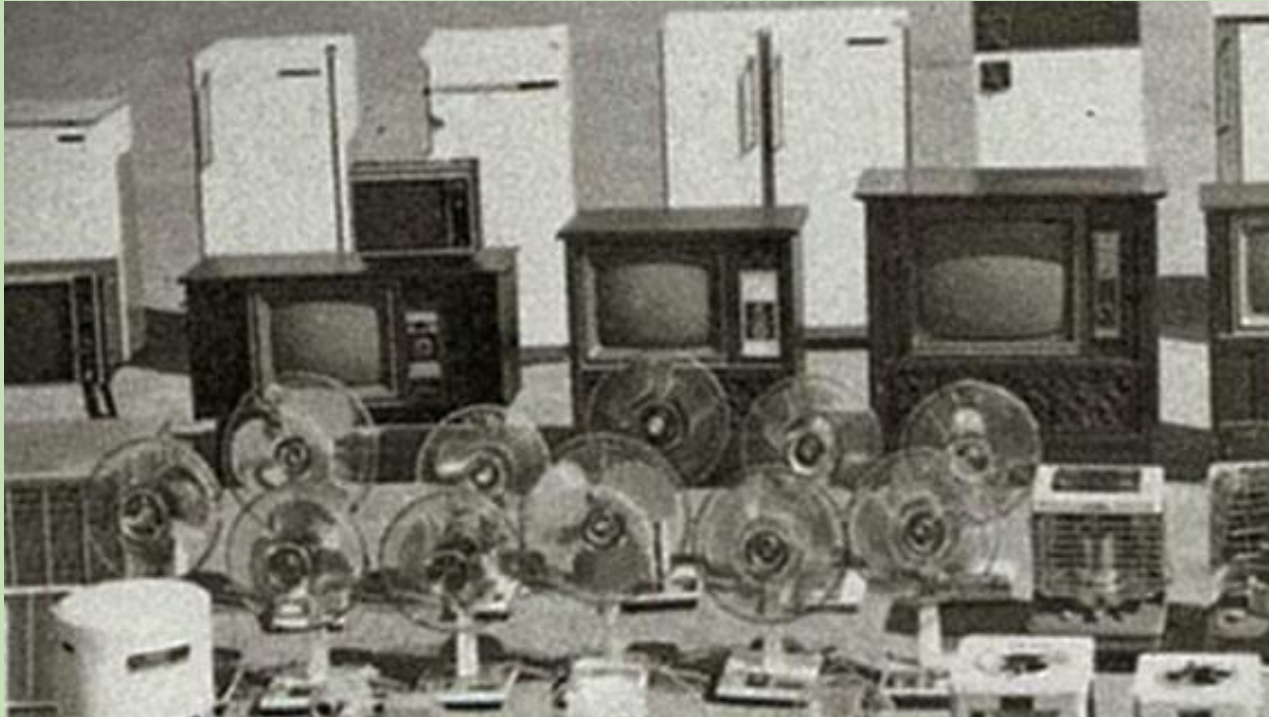
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THE BEGINNING.....



- Lucky-brand began in 1947, but in 1995 adopted the abbreviated name "LG". "LG" is also the abbreviation of Lucky Geumseong in Korean, which is translated into English as Lucky Goldstar. In the past, many electronic products were marketed under the Goldstar brand

VISION OF CREATION

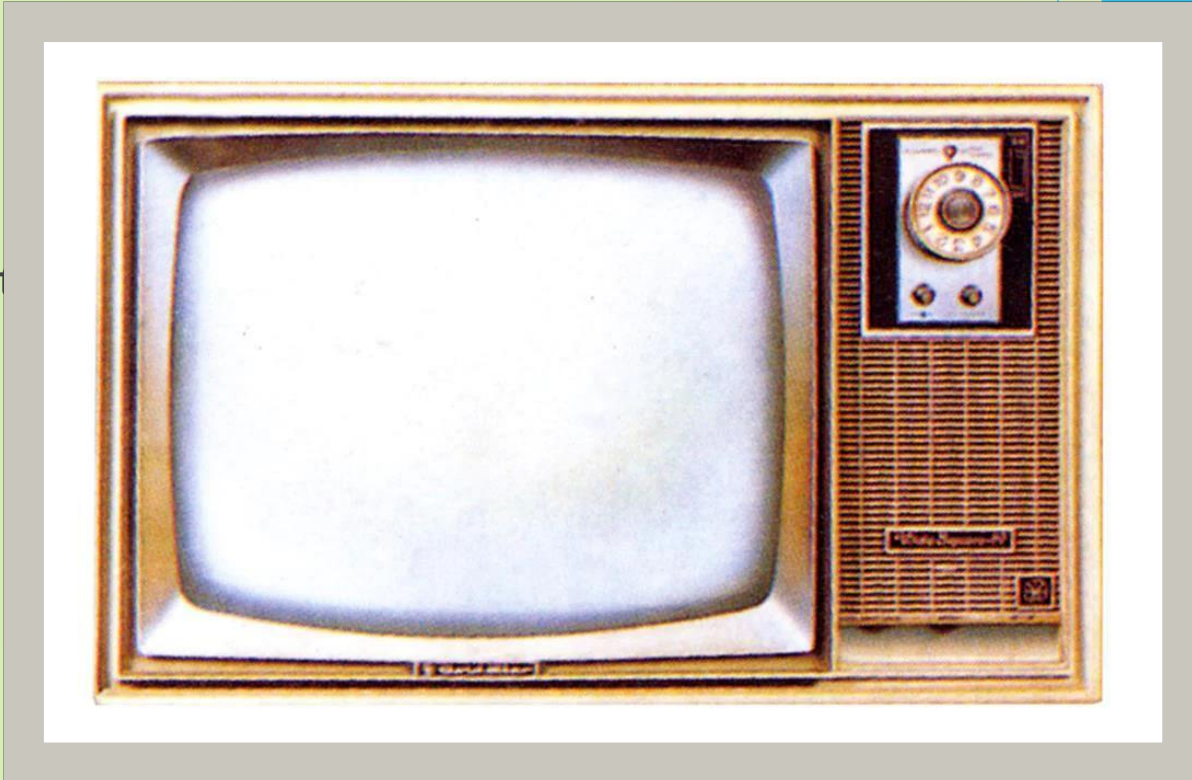


Established in 1958, Goldstar has led the way into the digital age with its technological expertise gained from manufacturing an array of home appliances such as radios and TVs.

LG Electronics' history has always been driven by the company's vision of creating a better life.

NEW PRODUCT

- LG has been a global pioneer in the television industry since 1966 when it was introduced in Korea.

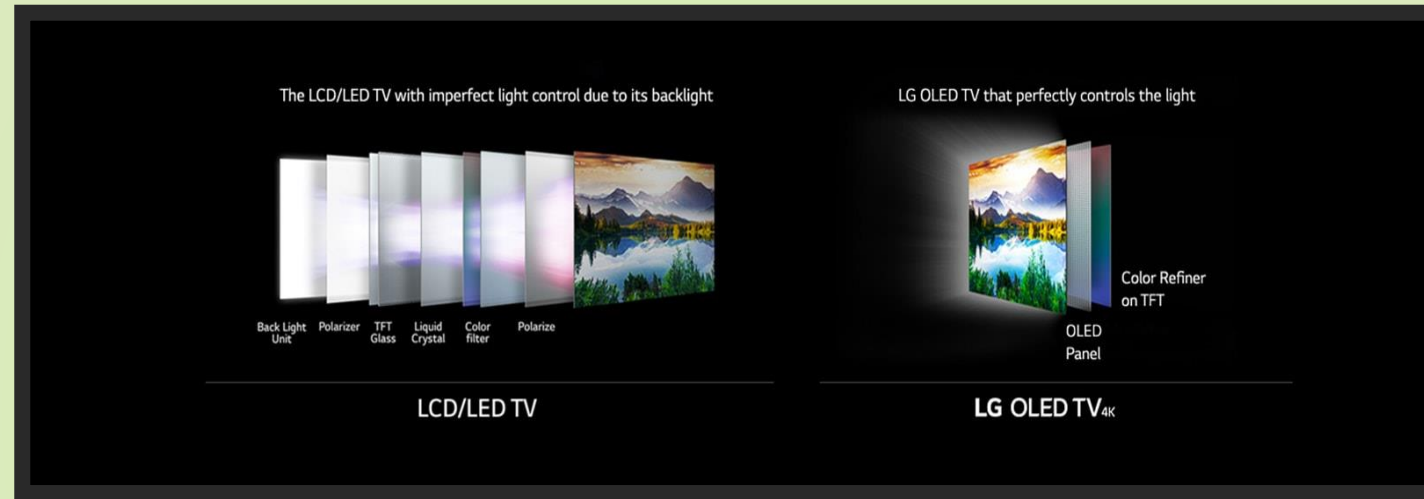


INNOVATION



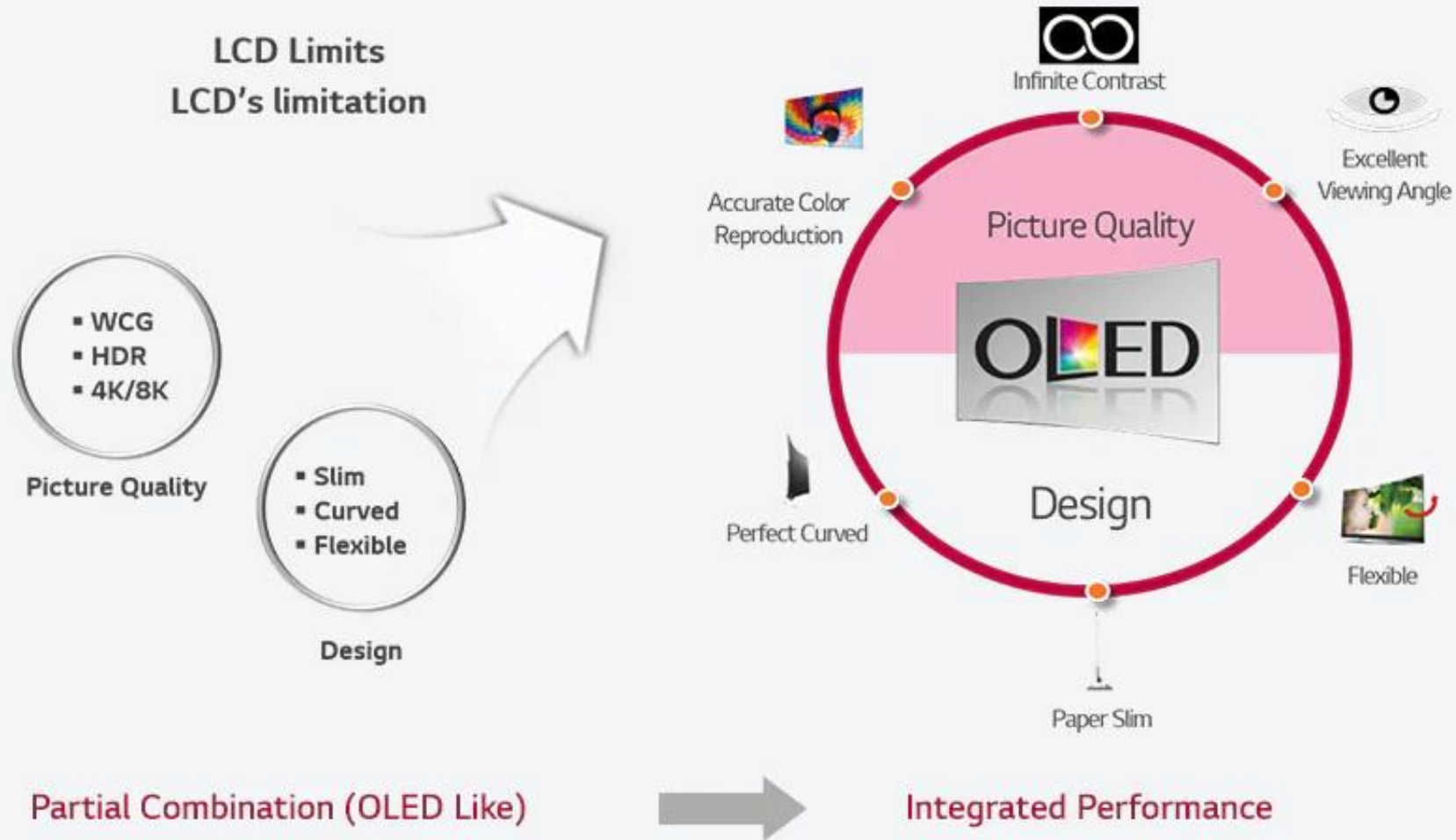
- Since 1966 the company has developed the world's first HDR LCD projection TV and continuously innovates with Plasma TV LCD Tv/ LED Tv and UHD TV

CHALLENGE



- By the end of 2009, LG will also launch OLED TVs. OLED TVs are expected to cost 2.1 times as much as LCD TVs (and 1.6 times what LED-based LCDs are expected to cost).

Insights of Modern Technology

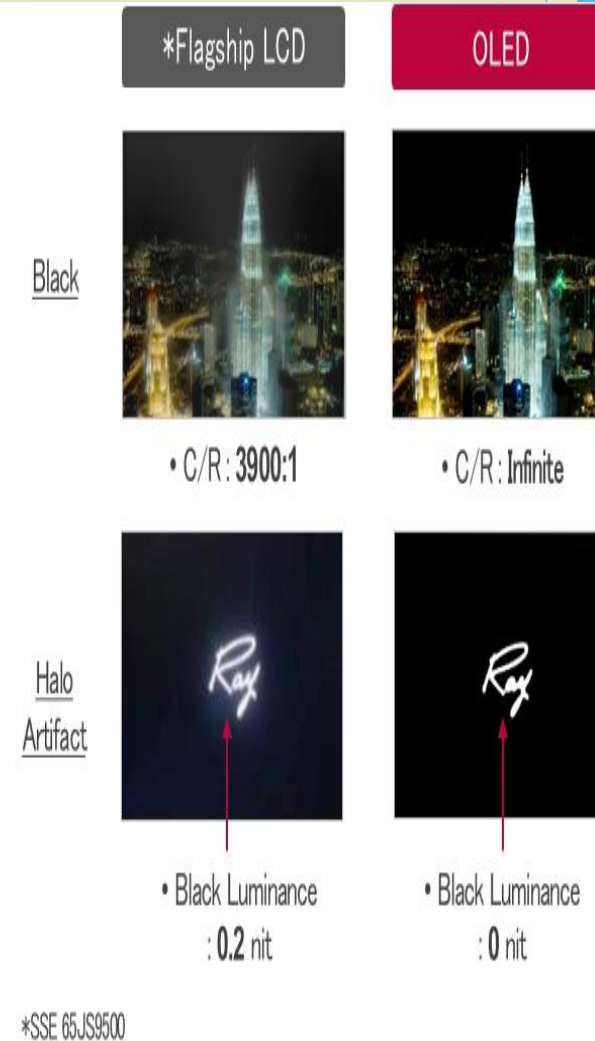


Insights of LG TV

- ▶ LG TVs has of late gained popularity for offering the best TVs on the market in comparison to other brands. The company offers a series of new technology TVs such as the 4K TVs and OLED models. LG are the pioneers of OLED TVs, which are the biggest players in the market as they have improved features
- ▶ LG products are of high-quality and last for quite a long time with minimal or no problems. They are priced low as compared to other brands and relatively easy to find. Their TV's offer great sound, great picture, and are more durable and user-friendly. Compared to other brands, LG TVs have excellent viewing angles ideal for wider living rooms and have a great smart platform. OLED TVs from other brands still use LG parts for their TVs. However, with an exemption of OLED models, the majority of LG TVs have average picture clarity as they don't have great blacks.
- ▶ LG TV Features come with:
- ▶ Main interference, web browser, voice commands etc .

5 Superiorities of OLED Display

- Perfect black
- Perfect color
- Perfect Viewing Screen
- Perfectly Clear Motion
- Perfect Design



Impact of OLED TV

The impacts OLED TV has given to this modern-day are:

- The use in the gaming sector due to its high frame rates and low refresh rate gives good picture quality and helps gamers put out good content.
- OLED TV has also improved modern-day Entertainment like watching movies and shows due to its amazing picture quality and widest viewing angle provided.

Modern impact of LG TV

*The production of LG TV has brought many jobs to the people due to its popularity which has had an impact to the countries economically.

LG has shown it has most compelling tv over the past years and due to that it has had a big impact on other competitors where now Samsung is expected to begin selling OLED TVs with panels provided by LG Display



The lesson drawn from the case study

- ▶ OLED TV Enables displays that are brighter, more efficient, thinner, flexible, and with higher contrast and faster refresh rates than either LCD. Simply put, OLED TVs deliver the best picture quality.
- ▶ OLED TV has allowed the gaming community to make good content due to the benefits produced by the TV.
- ▶ First Tv featuring an OLED display was released in 2008
- ▶ Lg released the first HDR-capable 4k OLED TV last year at their flagship store.

OLED TV

Oled Gaming

- Low input lag
- Certified as HDMI
- Game settings in one place
- New game dashboard



Low Input Lag



1ms Response Time

(LG, 2022)

OLED TV

Positive conclusions:

- Simple design
- Lighter
- Thinner
- Reduced power consumption
- Flexibility
- Higher contrast
- Higher refresh rates
- Wide range of viewing angles



(LG, 2022)

OLED TV

Negative
conclusions:

Burn-in

Lifetime shorter-1.6 years

Expensive

Easily damaged by water

Sunlight sensible

Overall luminance degradation

Limited market availability



OLED TV

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OLED TV

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