

# 37LG50

## LCD 1080P HDTV 37" Class (37.0" diagonal)

- Full HD 1080p Resolution
- 15,000:1 Dynamic Contrast Ratio
- 3x HDMI™ V.1.3 with Deep Color
- Intelligent Sensor
- 24p Real Cinema
- AV Mode (Cinema, Sports, Game)
- Clear Voice
- LG SimpLink™ Connectivity
- Invisible Speaker System
- USB 2.0 (JPEG, MP3)
- ISFccc



### FULL HD 1080P RESOLUTION

Displays HDTV programs in full 1920 x 1080p resolution for a more detailed picture.

### INTELLIGENT SENSOR

Unlike other sensors which can only sense brightness of ambient light, LG's "Intelligent Sensor" uses 4,096 sensing steps to evaluate its surroundings. Using a sophisticated algorithm, the LG processes picture quality elements including brightness, contrast, color, sharpness and white balance. The result is a picture optimized for its surroundings, more pleasing to watch and which can also save up to 50% in power consumption.

### AV MODE

The AV Mode optimizes the picture into Cinema, Sports, and game Mode according to the video and audio content. The viewer has the ability to quickly choose the correct mode for the picture they are viewing.

### CLEAR VOICE TECHNOLOGY

Automatically enhances and amplifies the sound of human voice frequency range to help keep dialogue audible when background noise swells.

### ISFccc

This TV contains the detailed calibrations necessary for professional certification by the Imaging Science Foundation. The resulting ISF "day" and "night" modes will then be accessible by the user to experience the best their LG HDTV has to offer.



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37" Class (37.0" diagonal)

## TECHNICAL SPECIFICATIONS

### LCD PANEL

Native Display Resolution	1920 x 1080p
Brightness (cd/m <sup>2</sup> )	500
Dynamic Contrast Ratio	15,000:1
Viewing Angle	178° x 178°
Response Time (Grey to Grey)	5ms
Wide Color Control	•
Life Span (Typical)	60,000 hours

### BROADCASTING SYSTEM

Analog	•
ATSC/NTSC/Clear QAM	•

### VIDEO

XD Engine™	•
Aspect Ratio	16:9
Aspect Ratio Correction	6 Modes
Just Scan (1:1 Pixel Matching)	
- HDMI	1080p/1080i/720p
- Component	1080p/1080i/720p
- RF	1080i/720p

Enhanced Line Doubler	•
Enhanced Noise Reduction (Video Noise Filter)	• (3D & MPEG)
Color Temperature Control	4 Modes
Black Stretcher (Black Level Enhancer)	•
24p Cinema (Film Mode)	•
Picture Reset	•
AV Mode (Picture & Sound)	3 Modes
Picture Selection Mode	8 Modes
ISFccc	•
Intelligent Sensor Mode	•
DTV Signal Strength Indicator	•

### AUDIO

Mono/Stereo/Dual (MTS/SAP)	•
Audio Outout Power (Watts - THD 10%)	10W + 10W
Speaker System Details	2 Way 4 System (Invisible Speaker)
Dolby® Digital Decoder	•
Surround System Type	SRS TruSurround XT™
Bass/Treble/Balance Controls	•
Auto Volume Leveler	•
Sound Mode	4 Modes
Mute	•

### SPECIAL FEATURES

Intelligent Sensor	•
1080P Source Input	
- HDMI	60p/30p/24p
- Component	60p/30p/24p
- RGB	60p
A/V Input Navigation	•
Auto Navigation	•
Input Labeling	•
Quick View (Previous Channel)	•
Picture Still / Freeze	•
Clear Voice (On/Off)	•
Quick Setup Guide	•
Parental Control w/V-Chip	•
Key Lock	•
Closed Caption	•
LG SimpLink™ (HDMI CEC)	•
Trilingual Menus	English/French/Spanish
EZ Menus (High Performance Interface)	•
Channel Add/Delete	•
Favorite Channel	•
Auto Clock	•
Manual Clock	•
On/Off Timer	•
Sleep Timer	•
Auto Off (When no video is present)	•

### SIDE AUDIO/VIDEO INPUTS/OUTPUTS

L/R Audio/Composite Video In	1
HDMI/HDCP In	1
USB 2.0 (Music and Photos only)	1 (JPEG/MP3)

### REAR AUDIO/VIDEO INPUTS/OUTPUTS

RF In (Antenna/Cable)	1
L/R Audio/Component Video In	1
L/R Audio Out	1
S-Video In	1

### REAR AUDIO/VIDEO INPUTS/OUTPUTS (CONTINUED)

HD Component Video In (Y,Pb,Pr) + L/R Audio	2
Digital Audio Out	2 (1 Coaxial/1 Optical)
HDMI/HDCP Input	2 (V.1.3 with Deep Color)
RGB In (D-Sub 15pin) - PC	1
PC Audio Input	1
RS-232c In (Control/Service)	1
Remote Control In (IR)	1

### CABINET/ACCESSORIES

Cabinet Style	Table Top
Cabinet Color	Glossy Piano-black
Remote Control Type	Universal
Stand Swivel (degrees)	20° / 20°
VESA® Compatible (W x H)	200mm x 200mm

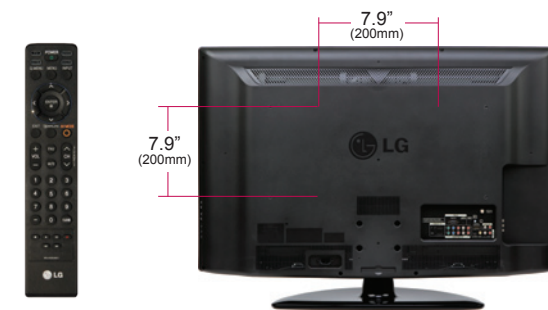
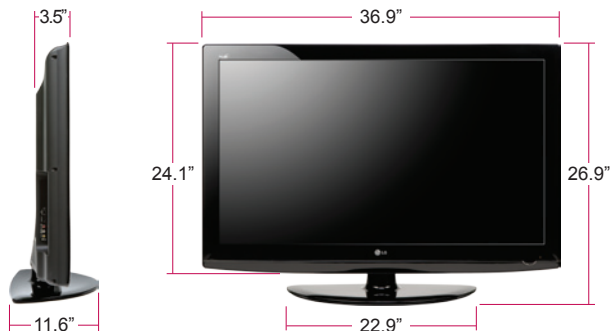
### POWER

Consumption (Typical)	n/a
Stand-by Consumption	>1W

### SPECIFICATIONS

Dimensions w/out stand (W x H x D)	36.9" x 24.1" x 3.5"
Weight w/out stand	34.4 lbs
Dimensions w/stand (W x H x D)	36.9" x 26.9" x 11.6"
Weight w/stand	40.3 lbs
Dimensions w/packaging (W x H x D)	47.1" x 26.2" x 10.0"
Weight in package	50.7 lbs
UPC	n/a
Limited Warranty	1 Year Parts/Labor

## DIMENSIONS/REMOTE/INPUTS/OUTPUTS



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