

2019 CONSUMER TVS

our expertise is your advantage



What is OLED?

OLED, or Organic Light-Emitting Diode, is a highly efficient type of display technology that is comprised of individually-lit LEDs that produce their own light.

Why OLED?

Thinner screen

Without the need for a bulky backlight, manufacturers can create screens that are just centimetres thick.

Better viewing angles

Because the pixels are so close to the surface of the screen compared to LED TVs, users can enjoy comfortable viewing angles of up to 178° with no loss in image or colour quality.

Better colours and contrast

Individually controlled, self-emissive LEDs enable high contrast ratios and an expanded colour gamut. Pixels can also be turned off completely to achieve true blacks.

Longer lifespan

Contrary to popular belief, OLED screens have a lifespan of up to 100,000 hours (20-odd years of everyday use), just the same as their LED equivalents.

More energy efficient

Because OLED screens are made up of single pixels rather than a powerful backlight, they can offer rich, vivid colours at a lower energy consumption level than LED.

4K HDR with Dolby Vision

With a response speed over one thousand times faster than LED, and double the number of pixels than HD, 4K OLED technology coupled with HDR allows you to enjoy fast-moving sports or action scenes in crisp quality and free from blur. Dolby Vision is also built into the majority of OLED TVs, enabling better contrast and colour reproduction.

Smart TVs

The products we've selected for this guide are all Smart TVs these internet-connected screens function like computers, offering any or all of the following:



smart' home appliance hub

What's on the market?

Hisense

RRP: 55" £1,699

Hisense O8B - 55" Hisense's first OLED offering features a 120hz panel with wide viewing angles and an impressive 0.0005-nit black level. Enjoy 4K upscaling and control the TV via your smartphone.

The AG8 series implement Sony's powerful X1 Extreme processor with inbuilt upscaling, as well as Acoustic Surface audio that moves with the picture. Alexa voice support also included.









LG B9 - 55". 65"

Step into the wonder of LG OLED. LG B9 combines a cinema screen design with AI brilliance to further enhance any picture and sound. Set the scene at home with Alexa and Google Assistant control with a single command.

Apple Airplay & Alexa available via update mid 2019.



sharp images.

"If you're serious about your viewing experience and you're passionate about watching beautiful imagery and well told stories, then why wouldn't you want to watch it in the best presentation that you could find, and I think the LG OLED TV is that." - Tim Miller. Director of Deadpool



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SONY

55" £2.999 65" £3.999

SONY AF9 - 55", 65"

Sony's innovative Acoustic Surface Audio+ technology employs speakers integrated throughout the screen for accurate sound delivery, while the thin OLED panel, 4K UHD resolution and HDR combine for stunning picture quality.



separate Sound Bar Hub, leaving you with a beautiful, wallpaper-thin TV to mount on your wall. Enjoy a cinematic experience at home like no other, thanks to support for Dolby Vision and Dolby Atmos.

The Alpha 9 Gen 2 processor powers clean and



imagery which will take your breath away. Immersive sound is provided thanks to powerful 4.2 channel. 80W audio power.

Full support for HDMI 2.1 unlocks the potential for 8K content.



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