



The 43UP77009LB is a 43 inch 4K UHD TV with Triple Tuner (DVB-T2 HD/-C/-S2), Active HDR (HDR10 Pro, HLG), Quad Core Processor 4K and AI Sound, 2.0 sound system with 20 watts and HGiG -Compatibility.

highlights

- 43" LG UHD TV with 4K resolution (3,840 x 2,160 pixels)
- Direct LED backlight with LG Local Contrast
- Quad core processor 4K with AI Sound
- Active HDR (HDR10 Pro and HLG) 2.0
- sound system with 20 watts
- Triple tuner (DVB-T2/-C/-S2)

energy efficiency

- Energy efficiency class (spectrum: A to G): G HDR
- energy efficiency class (spectrum: A to G): G Ø
- power consumption: 65 kWh/1000h
- Ø Power consumption HDR: 83 kWh/1000h

gaming

- Supports HGiG for convincing HDR display in games
- Supports ALLM (Auto Low Latency Mode)

Smart TV

- webOS 6.0 with LG ThinQ
- Magic Remote included Google Assistant built-in
- Amazon Alexa integrated
- Compatible with Apple AirPlay 2 and Apple HomeKit
- Screen Share for Android (Miracast)
- Home dashboard for convenient operation of all connected devices

connections

- 2x HDMI 2.0 with eARC and LG SIMPLINK
- 1x USB
- LAN
- WiFi (802.11ac)
- Bluetooth (v5.0)
- Optical output
- CI+ 1.4

General product information

EAN	8806091226273
model code	43UP77009LB.AEU
ISTA 6 packaging	no
RRP	569 euros (as of March 1, 2021)
Display sizes in this model range	75, 70, 65, 55, 50 and 43 inches

panel technology

display type	4K LCD panel
Visible screen size	43 inches / 108 cm
resolution	Ultra HD 4K with 3,840 x 2,160 pixels
aspect ratio	16:9
Backlight (BLU type)	Direct LED
Dimming Algorithm (Image Enhancement)	LG Local Contrast
Native panel refresh rate	50/60Hz

energy efficiency

Energy efficiency class (from March 2021)	G (Spectrum: A to G)
Energy efficiency class HDR (from March 2021)	G (Spectrum: A to G)
Average power consumption	65kWh/1000h
Average power consumption HDR	83kWh/1000h
Power consumption (standby)	Less than 0.5 watts
Energy saving mode can be activated	Yes
power supply	AC, 100-240 volts, 50-60 Hz

image

HDR support	Active HDR with HDR10 Pro and HLG
AI Picture	no
image processing	Image Enhancement with Dual Step Noise Reduction, Sharpness Enhancer, Advanced Color Enhancer and True Color Accuracy (17x17x17)
AI Brightness Control	Yes (intelligent adjustment of the brightness of image areas depending on the ambient brightness for HDR content)
Filmmaker Mode support	Yes
HDR tone mapping	HDR Dynamic Tone Mapping
HFR (High Frame Rate)	no
Upscaling of low-resolution content	4K upscaler
Video decoder support	HEVC (H.265): 4K@60p with 10 bit, VP9: 4K@60p with 10 bit, AV1: 4K@60p with 10 bit
Preset picture modes	9 modes: Vivid, Standard, Eco, Cinema, Football, Game, Filmmaker, (ISF) Expert (Bright Room), (ISF) Expert (Dark Room)
Ambient Light Sensor (Illuminance Green)	Yes
Autocalibration (CalMAN) with access to LUT level	no

volume

Type of speaker system (channels/power)	2.0 sound system with 20 watts of power (10W per channel)
direction of the speakers	Emitting downwards
Dolby Atmos ready	no
	AI Sound with 5.1 upmixing and automatic sound adjustment (Adaptive Sound Control,

volume	
AI sound	ASC)
Auto Volume Leveling	no
Better speech intelligibility	Yes - Clear Voice extracts and amplifies speech and reduces background noise
Sound Share (playback of Bluetooth sources via TV speakers)	Yes
Bluetooth Surround Ready (use of BT speaker(s) as rear speaker)	Yes
TV sound mode share	Yes (TV processor and AI Sound do the sound effect calculation instead of the soundbar)
Soundbar Mode Control	Yes (soundbar adopts the sound mode selected on the TV)
LG Sound Sync (wireless connection of soundbars etc. via Bluetooth)	Yes
Simultaneous audio output	Yes (Internal TV speakers and optical output or internal TV speakers and headphone jack)
WiSA (Wireless Speaker Audio for wireless Hi-Res connections)	no
Supported audio codecs	AC4, AC3 (Dolby Digital), EAC3, HE-AAC, AAC, MP2, MP3, PCM, WMA, apt-X (more information in the manual)

processor	
processor	Quad core processor 4K

gaming	
Nvidia G-Sync compatible for smooth gameplay with Nvidia graphics cards	no
AMD FreeSync Premium certified for smooth gameplay with AMD graphics cards	no
HGiG-compatible for convincing HDR display in games	Yes
Variable Refresh Rate (VRR)	no
Auto Low Latency Mode (ALLM)	Yes

Smart TV	
Smart TV platform	LG webOS 6.0
LG ThinQ	Integrated
Amazon Alexa	Integrated
Google Assistant	Integrated
Compatible with Apple AirPlay 2 & Apple HomeKit	Yes
Compatible with Miracast (Android Screen Mirroring)	Yes (Miracast Overlay)
Compatible with Amazon Echo	Yes
Compatible with Google Home	Yes
Home dashboard (overview of all connected devices)	Yes
AI UX (AI-based user interface)	Yes
AI Home (AI-based preview of app content in the home menu)	Yes
AI Recommendations (AI-based content recommendations)	Yes
Intelligent Edit (automatic sorting of apps by frequency of use)	Yes

Smart TV

Music Discovery (displays background music information on live TV)	Yes
Related Content Search (search for content related to the program you are watching)	Yes
360 VR Play (playback of 360° content on YouTube & Co.)	Yes
web browser	Yes (including blocking malicious websites)

service

remote control (type)	LG Magic Remote MR21 (incl. 2x AA batteries)
Hands-Free Voice Control by saying "Hi, LG!"	no
Remote control via app (LG ThinQ App - TV control, voice search & more)	Yes
LG Voice Search (voice search that pulls up information in an overlay mini-browser)	Yes
Intelligent speech recognition with Natural Language Processing (NLP) for improved TV control and information retrieval	Yes (German, English and many other languages)
Quick Access (quick access for streaming services & favorites function [press "0" for 2+ seconds])	Yes
Switch on TV via other devices	Yes (TV On by Mobile and TV On by WiFi)
Universal remote control for soundbars, set-top boxes, game consoles & more	Yes (with Magic Remote; for QuickSet 4.0 compatible devices [UEI-Cloud-DB])
Convert speech to text (speech-to-text)	Yes
Have texts spoken out loud (audio guidance, text-to-speech)	Yes
menu language	German, English and 35 other languages

TV reception and recording

Tuner type (types of reception)	Single triple tuner (1x DVB-T2/-C/-S2)
Watch & Record (watch TV and record at the same time)	no
Reception of digital TV channels	Yes (satellite (DVB-S2), cable (DVB-C) and terrestrial (DVB-T2/T))
Supports subtitles when receiving digital channels	Yes
Reception of analog TV channels	Yes
Recording of TV programs on external USB memory	Yes (digital TV channels)
Timer controlled and scheduled recording of TV shows	Yes
TimeShift (pause/resume TV shows/time-shift TV)	Yes
HbbTV (use of interactive applications such as media libraries)	Yes
LG Channels (free reception of 50+ IP TV channels)	Yes
EPG (electronic program guide, shows the current TV program)	Yes (for the next 8 days)
Supports Common Interface (CI+)	Yes (CI+ 1.4)

TV reception and recording

Supports Audio Description (AD; Description Yes of TV events for the visually impaired)

teletext Yes (2000 pages, supports TOP/FLOF/LIST))

Various functions

Art Gallery (display of full-screen artworks) no

Media player including music player (with display of song texts) Yes

Browser for file/media sharing over the local network (DLNA support) Yes

LG Content Store (download apps and media) Yes

DIAL (representation of mobile content with the YouTube/Netflix app) Yes

connectivity

Supports Bluetooth Low Energy (BLE) Yes (Requires Bluetooth. TV screen is active when mobile device screen is shared.)

LG SIMPLINK (control of external devices based on HDMI CEC) Yes

connections

Other connections 1x LAN (Ethernet), 1x optical digital output (S/PDIF, fiber optic cable), 2x antenna (1x satellite, 1x cable/terrestrial), 1x CI slot

HDMI connections 2x HDMI 2.0

ARC (Audio Return Channel) support (copy) Yes (eARC on HDMI 2)

USB ports 1 x USB 2.0

Wireless connections (Wireless) WiFi (802.11ac) and Bluetooth (v5.0)

Dimensions and weights

Packaging dimensions (WxHxD) 105.5x66x14.2cm

Dimensions with stand (WxHxD) 96.7 x 62.2 x 21.6 cm

Dimensions without stand (WxHxD) 96.7 x 56.4 x 5.71 cm

Total weight including packaging 10.8kg

weight with stand 8.7kg

Weight without stand 8.6kg

VESA compatible (incl. supported standard) Yes (200x200)

Compatible with the integrated wall bracket ("Slim Bracket") of the Gallery Design Yes (Slim Bracket wall mount optionally available)

equipment

Scope of delivery (in addition to the TV itself) Remote control, batteries for the remote control (2x AA for Magic Remote remote control or 2x AAA for Signature Magic Remote & Standard remote control), quick start guide, power cable (detachable), stand/stands (depending on the design type of the respective TV model)

Hints

Lead included in the device This device contains lead in certain parts or components for which there is no technical alternative. LG adheres to the RoHS directive of the European Union.

Hints

Mercury contained in the device (mg)	0.0 mg
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