

LG releases 'world's largest' ultra-definition TV

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An LG Electronics ultra-definition TV with an 84-inch (213-cm) screen. South Korea's LG Electronics has started selling what it claims is the world's largest ultra-definition television, with a view to expanding its share of the luxury global TV market.

South Korea's LG Electronics on Wednesday began sales of what it claims is the world's largest ultra-definition television, with a view to expanding its share of the premium TV market.

The company released an ultra-definition TV with an 84-inch (213-cm) screen to the local market, with a price tag of 25 million won (\$22,067).

Overseas sales will kick off in Europe and the United States next month ahead of releases in Asia and Latin America, it added.

The new product comes as global manufacturers seek to drive slowing sales by producing premium TVs with bigger screens and sharper images.



LG, the world's number two TV manufacturer, said the new model features not only a large screen but also resolution higher than existing high-definition models, which makes viewers feel "the sense of reality and presence".

Earlier this year top player [Samsung Electronics](#) released a 75-inch full [HD TV](#) and Japan's Sharp unveiled a 90-inch model.

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