

## Netflix to stream "ultra" high-def shows to LG televisions

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Netflix CEO Reed Hastings speaks at the LG press conference at the Mandalay Bay Convention Center for the 2014 International CES on January 6, 2014 in Las Vegas, Nevada

LG on Monday announced an alliance with Netflix to stream "ultra high-definition" shows to new televisions being released by the South Korean consumer electronics giant.

The announcement came on the eve of the formal opening of an

international Consumer Electronics Show due to be packed with announcements about vibrant new screens displaying content about four times richer than what is seen on most current high-definition televisions.

"We've been on an adventure with LG to create the best possible experiences on the television," Netflix chief executive Reed Hastings said during an appearance on stage at an LG press conference here.

"Netflix is proud to stream in real-time shows like 'House of Cards,' filmed in 4K, and will be one of the first major television shows available in 4K."

Hastings was referring to the horizontal resolution on the order of 4,000 pixels boasted by new-generation televisions. Current-generation high definition screens, comparatively, have pixel density of 1,080.

US-based online [television](#) and movie streaming service Netflix began working the LG about five years ago to combine its offerings with the companies products.

News of the partnership came as LG unveiled an array of new smart televisions integrating a webOS computer operating system bought from Hewlett-Packard last year.

"There are 160 million smart TVs out there, and most people think they are too complicated," said LG Electronics Inc. chief technology officer Skott Ahn.

"We have simplified the way you plug in the TV, and find content and services with webOS."

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