

A rollable TV? LG's latest OLED TV television packs a futuristic 'wow' factor

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Televisions have long been a staple at CES. LG's latest OLED TV, however, takes the traditional TV experience and flips it. Or rather, rolls it.

The company's new [television](#), called the Signature OLED TV R (or model 65R9 for short), is due later this year. It takes LG's already excellent OLED [display](#) technology and builds on it. The result, a screen that doesn't just live in your room but one that pops up from its base when you want it and rolls back up when you don't.

Bigger screens, sharper displays, fancier technologies are all near guarantees at the annual technology industry event. And to be sure, there are plenty of bigger and sharper screens this year, too. But most years these are iterations on previous television designs, not something brand new..

LG's latest TV features three different viewing modes, depending on your mood. A "full view" option gives you the complete 65-inch display. The so-called "line view" partially unrolls the TV, letting you see just the clock, pictures or music controls without taking up all the space of a traditional TV.

In "zero view" mode the display is completely hidden from view, allowing you to play music from the base of the display, which doubles as a 4.2 channel front facing soundbar.

As with LG's other 2019 models, the new TV features the company's latest processor, Alexa and Google Assistant integration for controlling the television with your voice, as well as AirPlay 2 and HomeKit support for streaming off of iPhones, iPads and Macs and controlling the TV through Siri.

While there might be concerns about the durability of a TV that rolls up, LG's Tim Alessi told Reviewed.com that it would take between 20 and 30 years to wear out the panel via rolling-related activities.

No price was given for the new TV but it likely won't come cheap. LG's current 65-inch OLEDs start at roughly \$2600 for its B-series, going all the way up to a starting price of roughly \$7000 for the company's paper-thin W-series.

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