

LG OLED TV Wins Best of the Best at the Red Dot Design Award

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2020 LG OLED TV, applied with a gallery design, sticks the entire TV to the wall. (Courtesy of LG Electronics)

LG Electronics won a total of 19 awards, including Best of the Best, at the Red Dot Design Award, one of the top three design awards in the world.

The 2020 LG OLED TV (model name: 65GX), which is applied with a gallery design that sticks the entire TV to the wall, was honored with the best product design award.

The three LG OLED TVs, including LG Signature OLED 8K (model name 77ZX) and Wallpaper design LG OLED TV (model name: 65WX), also won the main prize at the iF Design Awards 2020, another world-class design award last month.

LG Electronics even considered changes in customers' lifestyles and space to install TVs beyond just product appearance or functional differentiation.

The product has all built-in displays, speakers and wall-mounted parts, so there is no need to connect external devices separately. Unlike conventional wall-mounted TVs, the entire product sticks to the wall, giving it a luxurious feel as if the TV and the wall have become one. The product not only has a sense of immersion in the screen but also has excellent use of space

LG OLED TV has won the Red Dot Design Awards for eight consecutive years since its debut in 2013. It has won the top award six times in its career.

"We will continue to make efforts to enhance the spatial value of home appliances and provide new user experiences to customers," said Noh Chang-ho, head of LG Electronics' design and management center.

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