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**SEOL et al.**(10) **Pub. No.: US 2023/0232064 A1**(43) **Pub. Date: Jul. 20, 2023**(54) **IMAGE DISPLAY DEVICE AND OPERATION METHOD THEREOF**(71) Applicant: **LG ELECTRONICS INC.**, Seoul (KR)(72) Inventors: **Seongwoon SEOL**, Seoul (KR); **Obong AN**, Seoul (KR); **Hyeseung LEE**, Seoul (KR); **Eunyoung CHO**, Seoul (KR); **Sangjin AHN**, Seoul (KR)(73) Assignee: **LG ELECTRONICS INC.**, Seoul (KR)(21) Appl. No.: **18/008,415**(22) PCT Filed: **Jun. 4, 2020**(86) PCT No.: **PCT/KR2020/007259**

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**ABSTRACT**

The present disclosure relates to an image display apparatus and an operating method thereof. The image display device according to an embodiment of the present disclosure includes a display; a network interface unit that performs communication through a network; and a controller, wherein the controller generates data for a screen output through the display, when a preset user input is received while a first content is output through the display, obtains data, which corresponds to data of the screen, that is related to an object included in the screen, from a first server through the network interface unit, determines at least one first object related to a position corresponding to the user input, among object included in the screen, based on the data that is related to the object, and outputs a user interface (UI) for the at least one first object through the display. Various other embodiments are possible.

