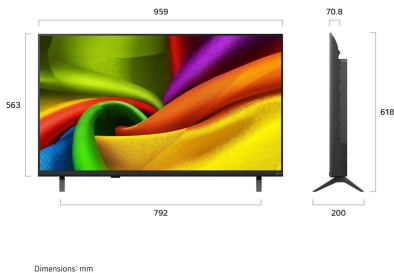


43NU850B6LA

LG NU850B6LA 43" NANO 4K UHD Smart TV *TV license*

Product Overview

LG NU850B6LA 43" NANO 4K UHD Smart TV - 3840 x 2160 (4K Ultra HD) 43-inch 4K UHD NanoCell Smart TV with Nano Detail Enhancer, 77 AI Processor 4K Gen9, Linear Flow Design, webOS 26 with AI Hub (Google Gemini + Microsoft Copilot), LG Shield security, HDR10 Pro, Filmmaker Mode, 4K Super Upscaling, Game Optimiser, VRR up to 60Hz, ALLM, HGiG, 20W Dolby Digital Plus audio, AI Sound Pro (9.1.2 up-mix), Clear Voice Pro, WOW Orchestra, 3x HDMI (eARC, ALLM, CEC), 1x USB 2.0, Wi-Fi 5, Bluetooth 5.3, Ethernet, Miracast, Apple AirPlay, Google Cast, voice assistants (Copilot, ThinQ, Google Assistant), AI Magic Remote, VESA 300x200mm wall mount, 959x563x70.8mm (no stand), 6.4kg weight *TV license required*



Specifications

About this product

The LG 43NU850B6LA 43 Inch NANO 4K UHD Smart TV delivers detailed 4K picture quality with Nano Detail Enhancer, an alpha 7 AI Processor 4K Gen9, HDR10 Pro and 4K Super Upscaling. Enjoy webOS 26 with AI Hub, Google Gemini and Microsoft Copilot, plus Game Optimiser, VRR up to 60Hz, ALLM and immersive 20W audio. Buy this LG 43 Inch NANO 4K Smart TV from our website for a connected home entertainment experience.

Overview Summary

The LG 43NU850B6LA is a 43 Inch NANO 4K UHD Smart TV designed for detailed home entertainment, streaming, gaming

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and everyday viewing. Its 3840 x 2160 4K Ultra HD resolution works with Nano Detail Enhancer and the alpha 7 AI Processor 4K Gen9 to enhance picture detail, contrast and depth.

webOS 26 provides access to smart TV features through an AI Hub that supports Google Gemini and Microsoft Copilot, while LG Shield provides enhanced platform security. HDR10 Pro, Filmmaker Mode and 4K Super Upscaling help optimise compatible content, while Game Optimiser, VRR up to 60Hz, ALLM and HGiG support responsive gaming.

The TV also features 20W 2.0 channel audio with AI Sound Pro virtual 9.1.2 up-mixing, Clear Voice Pro and WOW Orchestra. Connectivity includes 3 x HDMI inputs, 1 x USB 2.0, Wi-Fi 5, Bluetooth 5.3, Ethernet, Google Cast and Apple AirPlay support.

Performance tier:Mid-range 4K Smart TV

Uses:4K streaming, movies, TV shows, sports, gaming, home entertainment, smart home control

Overview

The LG 43NU850B6LA is a premium 43-inch 4K UHD NanoCell Smart TV engineered for lifelike picture quality and smart AI experiences. Featuring the Nano Detail Enhancer powered by the ?7 AI Processor 4K Gen9, it analyzes every frame to enhance contrast, detail, and brightness at a nano level, delivering sharper, more three-dimensional scenes. The Linear Flow Design offers a refined, solid finish that complements any space. Powered by webOS 26 with AI Hub (Google Gemini + Microsoft Copilot integration) and LG Shield security, it provides a personalized, secure smart experience with access to LG Channels and a wide selection of live/on-demand content.

Quick Specifications:

- Screen size: 43 inches
- Flat or curve: Flat
- Panel type: 4K UHD LED
- Aspect ratio: -
- Resolution: 3840 x 2160 pixels
- Refresh rate: 60Hz
- Brightness (nits): - nits
- Contrast ratio: -
- View angle (degrees): - degrees
- Response time (ms): - ms
- Frequency (Hz): 60 Hz
- Sync: VRR up to 60Hz, ALLM, HGiG
- Video ports: 3 x HDMI
- VESA: 300 x 200 mm
- Monitor performance tier: Mid-range 4K Smart TV
- Uses: 4K streaming, movies, sports, gaming, home entertainment

Strong reasons to buy

- 4K picture detail: Nano Detail Enhancer and the alpha 7 AI Processor 4K Gen9 are designed to enhance texture, contrast and depth.
- Smart AI features: webOS 26 includes AI Hub features with Google Gemini and Microsoft Copilot support.
- Gaming features: Game Optimiser, VRR up to 60Hz, ALLM and HGiG provide features designed for compatible gaming setups.
- Smart connectivity: Google Cast, Apple AirPlay, Wi-Fi 5, Bluetooth 5.3 and Ethernet provide multiple connection options.
- Immersive sound: AI Sound Pro provides virtual 9.1.2 up-mixing, with Clear Voice Pro and WOW Orchestra support.

Description

The LG 43NU850B6LA combines a 43 Inch 4K Ultra HD display with LG NANO technology and AI-based picture processing for detailed everyday viewing. With a resolution of 3840 x 2160 pixels, the TV is designed to deliver sharp image detail across compatible 4K content. Nano Detail Enhancer analyses image information to enhance detail, contrast and depth, while the alpha 7 AI Processor 4K Gen9 provides the processing platform for picture optimisation and 4K Super Upscaling.

HDR10 Pro and Dynamic Tone Mapping are designed to enhance compatible high dynamic range content with improved highlight and shadow detail. Filmmaker Mode provides a viewing mode intended for compatible film content, while AI HDR Remastering and 4K Super Upscaling help optimise supported content.

The webOS 26 smart TV platform provides access to connected entertainment and AI features through the AI Hub. Google Gemini and Microsoft Copilot are supported through the TV's Multi AI Search experience, while AI Concierge and My Page provide additional personalised features. LG Shield is included as part of the smart platform security features.

For gaming, the TV supports Game Optimiser, ALLM, HGiG and VRR up to 60Hz. Three HDMI inputs provide connectivity for compatible gaming consoles, media players and other HDMI devices, with eARC available through HDMI 2. The TV also supports Bluetooth 5.3, Wi-Fi 5, Ethernet, Google Cast and Apple AirPlay.

The audio system provides 20W output through a 2.0 channel speaker system. AI Sound Pro supports virtual 9.1.2 up-mixing, while Clear Voice Pro is designed to improve voice clarity. WOW Orchestra provides compatible LG audio integration for supported setups.

The Linear Flow Design provides a refined physical finish, while the 300 x 200 mm VESA mounting pattern supports compatible wall mounting. Without the stand, the TV measures 959 x 563 x 70.8 mm and weighs 6.4 kg.

Features

The LG 43NU850B6LA combines 4K picture quality, AI processing, smart TV functionality and gaming features in a compact 43 Inch format.

- 4K Ultra HD resolution: Displays compatible content at 3840 x 2160 pixels for detailed picture quality.
- Nano Detail Enhancer: Enhances image texture, contrast and depth for more detailed picture presentation.
- alpha 7 AI Processor 4K Gen9: Provides AI-based image processing and picture optimisation.
- HDR10 Pro: Supports compatible HDR content with enhanced highlight and shadow detail.
- 4K Super Upscaling: Uses processing technology to improve supported lower-resolution content towards 4K quality.
- Filmmaker Mode: Provides a dedicated picture mode for compatible film content.
- AI HDR Remastering: Provides AI-based processing for supported content.
- webOS 26: Provides the smart TV platform for connected entertainment and applications.
- AI Hub: Provides access to supported AI features including Multi AI Search and personalised smart TV functions.
- Google Gemini and Microsoft Copilot: Supported through the TV's Multi AI Search experience.
- LG Shield: Provides security features for the webOS smart TV platform.
- Game Optimiser: Provides a dedicated gaming interface and settings.
- VRR up to 60Hz: Supports variable refresh rate on compatible gaming content.
- ALLM: Supports automatic low latency mode for compatible gaming devices.
- HGiG: Provides support for compatible HDR gaming content.
- AI Sound Pro: Provides virtual 9.1.2 up-mixing for supported audio content.
- Clear Voice Pro: Helps improve dialogue and voice clarity.
- WOW Orchestra: Supports compatible LG audio configurations.
- HDMI connectivity: Includes 3 x HDMI inputs with eARC and ALLM support.
- USB connectivity: Includes 1 x USB 2.0 input.
- Wireless connectivity: Supports Wi-Fi 5 and Bluetooth 5.3.
- Smart casting: Supports Google Cast and Apple AirPlay.

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- VESA mounting: Supports a 300 x 200 mm VESA mounting pattern.
- Linear Flow Design: Provides a clean, modern physical design for the TV.

How does LG NANO 4K UHD elevate clarity and detail?

LG NANO 4K UHD is made to reveal rich detail in every scene. Its Nano Detail Enhancer analyzes every frame to enhance contrast, detail, and brightness at a nano level. Sophisticated upscaling algorithms bring up resolution to 4K. Watch your favorite content in sharper, better quality.

Refines contrast for more lifelike depth

Powered by the alpha AI Processor, your TV analyzes images to reveal nano details, boosting up contrast and depth to deliver more three-dimensional scenes.

Vivid details, deeper contrast in every scene

Our HDR10 Pro format brings brighter highlights and deeper shadows. Dive into brighter scenes with richer detail.

Upgraded for smarter, more powerful processing

Driven by enhanced GPU and CPU power, the alpha 7 AI Processor performs nano-scale image optimization to deliver 4K clarity with improved contrast and three-dimensional depth.

Immersive, surround sound with Virtual 9.1.2 Ch

AI Sound uses sophisticated algorithms to analyze sound and upscale it to create an audio experience that emulates surround sound even without any additional external speakers.

4K upscaling refines every frame for enhanced visual quality

Enhance visual clarity with 4K Super Upscaling delivering natural-looking 4K while Dynamic Tone Mapping tunes brightness and contrast for every frame.

Advanced Multi AI search with Google Gemini and Microsoft Copilot

Simply say what you are searching for, then select the AI model that suits you the best. The system connects to multiple AI models to deliver broader, more relevant results.

Get personalized content recommendations and information

AI Concierge suggests content and updates tailored to your interests. In This Scene provides relevant recommendations and information based on what you're watching, while Generative AI enables searching and creating images.

LG AI TV recognizes your voice and leads you to My Page tailored just for you!

Taken to My Page, you can see everything at a glance, from weather, calendar, and widgets to your favorite sports scores.

Multi-layered protection with 7 core technologies

LG Shield's 7 core technologies ensure your data stays safe with secure data storage and management, secure cryptographic algorithms, ensured software integrity, user authentication and access control, secure data transmission, security event detection and response, and secure update management.

Your LG TV is built to last with LG Quad Protection

From hardware to software, your LG TV is protected. Built-in capacitors protect against high voltages, including lightning strikes, while semiconductors are engineered with surge protection. Silicon gel and protective coatings shield chipsets from humidity and even your data stays safe and secure with LG Shield.

Easily navigate and point like an air mouse to enjoy AI Hub

Control your TV easily with AI Magic Remote. With a motion sensor and scroll wheel, click, drag, and drop to use it like an air mouse or simply speak for voice commands.

Home Hub, your all-in-one smart home platform

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Home Hub brings all your smart devices together. Seamlessly connect, control, and interact with your home IoT devices across supported smart ecosystems.

Style your space with a variety of content to choose from

LG Gallery+ lets you access over 100+ artworks, ambient videos, and other visual content to elevate your space. With regular library updates, personalize your home with curated content that reflects your style.

Set the right vibe with music

Create the right atmosphere with music that matches your visuals. Use music recommended according to your preferences or connect via Bluetooth to play your own tracks.

Easily access Google Photos and showcase your memories

Conveniently connect your Google Photos account to your TV just by using your phone. Effortlessly personalize your space by using content from your own photo library.

Stay updated with an all-in-one personalized dashboard

See important information at a glance. Get weather updates, sports alerts, view your Google Calendar, and even set up notifications for Home Hub, your viewing reservations and more.

Switch from TV to artwork seamlessly

With Gallery Mode turned on, your TV can continue to save energy even while displaying your selected artworks adding a touch of style and elegance to your space.

Refined, solid finish that complements your space

Your TV features a modern metallic finish with real heft and a tasteful linear design that's made to elevate your space.

Receive game predictions with AI

AI analyzes your team's stats and performance to provide game predictions. Cheer harder and enjoy supporting your team armed with these AI-generated insights.

Motion smoothing that adapts to every genre

TruMotion adjusts judder levels to apply the right amount of smoothing for a natural viewing experience from movies, sports, and more.

Set up alerts and never miss a moment

Catch every moment of the action. Set up your alerts and get notified about your team's game schedules, scores, and more.

Game to win with smooth performance

Have a great gaming experience with up to 60Hz VRR. With the first-ever BT ULL-certified controller paired with fast refresh rate, every gaming moment becomes more enjoyable.

World's first TV to support Bluetooth Ultra Low Latency Controllers

Experience ultra-low latency, high-performance cloud gaming with Bluetooth Ultra Low Latency Controller support, reducing input delay to less than 3.0ms. Enjoy seamless, responsive control that feels just like a wired connection, even when playing in the cloud.

Watch movies as the director intended

Filmmaker Mode turns off extra processing and preserves the director's chosen color, motion, and aspect ratio. Movies play back with the same look and feel intended in the studio.

Full surround sound system from LG TV and Soundbar in sync

By synchronizing the TV and Soundbar as one, the system expands depth and directionality for a fuller surround experience.

Assistive features make viewing more inclusive:

LG TVs are designed with accessibility in mind with features such as Color Adjustment Filter, a Sign Language Guide, and direct connectivity support for audio assistive devices.

What's in the Box

- LG 43NU850B6LA 43 Inch NANO 4K UHD Smart TV
- Standard remote
- Detachable power cable

Specifications

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Specifications	
Product Code	43NU850B6LA
PICTURE (PROCESSING)	
Picture Mode	9 modes
AI HDR Remastering	Yes
AI Upscaling	4K Super Upscaling
Picture Processor	Alpha 7 AI Processor 4K Gen9
HDR (High Dynamic Range)	HDR10 / HLG
FILMMAKER MODE	Yes
Dynamic Tone Mapping	Yes
Auto Calibration	Yes
GAMING	
VRR (Variable Refresh Rate)	Yes (Up to 60Hz)
Game Optimizer	Yes (Game Dashboard)
HGIG Mode	Yes
ALLM (Auto Low Latency Mode)	Yes
AUDIO	
Audio Codec	AC4, AC3(Dolby Digital), EAC3, HE-AAC, AAC, MP2, MP3, PCM, apt-X (Refer to manual)
Audio Output	20W
WOW Orchestra	Yes
Speaker System	2.0 channel
Speaker Direction	Down Firing
Sound Mode Share	Yes
Simultaneous Audio Output	Yes
LG Sound Sync	Yes

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Clear Voice Pro	Yes
AI Sound	AI Sound Pro (Virtual 9.1.2 Up-mix)
Adaptive Acoustic Tuning	Yes
ACCESSIBILITY	
Invert Colors	Yes
High Contrast	Yes
Gray Scale	Yes
DIMENSIONS AND WEIGHTS	
VESA Mounting (WxH)	300 x 200
TV Dimensions without Stand (WxHxD)	959 x 563 x 70.8
TV Weight with Stand	6.5
TV Weight without Stand	6.4
TV Stand (WxD)	792 x 200
TV Dimensions with Stand (WxHxD)	959 x 618 x 200
Packaging Weight	8.4
Packaging Dimensions (WxHxD)	1055 x 660 x 114
POWER	
Standby Power Consumption	Under 0.5W
Power Supply (Voltage, Hz)	AC 100~240V 50/60Hz
ACCESSORIES INCLUDED	
Power Cable	Yes (Detachable)
Remote	AI Magic Remote MR26
BROADCASTING	
Digital TV Reception	DVB-T2/T (Terrestrial), DVB-C (Cable), DVB-S2/S (Satellite)
Analog TV Reception	Yes
CONNECTIVITY	
Wi-Fi	Yes (Wi-Fi 5)
USB Input	1ea (v 2.0)
Simplink (HDMI CEC)	Yes
Bluetooth Support	Yes (v 5.3)
RF Input (Antenna/Cable)	2ea
Ethernet Input	1ea
HDMI Audio Return Channel	eARC (HDMI 2)
HDMI Input	3ea (supports eARC, ALLM)
PICTURE (DISPLAY)	
Display Type	4K UHD

Display Resolution	4K Ultra HD (3,840 x 2,160)
Backlight Type	Direct
Refresh Rate	60Hz Native
SMART TV	
Works with Apple Home	Yes
Works with Apple Airplay	Yes
Smartphone Remote App	Yes (LG ThinQ)
Operating System (OS)	webOS 26
My Page	Yes
LG Shield	Yes
LG Gallery+	Yes (Paid service availability varies by country)
Intelligent Voice Recognition	Yes
Home Hub	Yes (LG ThinQ)
Google Cast	Yes
Full Web Browser	Yes
AI Voice ID	Yes
AI Picture/Sound Wizard	Yes
AI Magic Remote	Built-In
AI Chatbot	Yes

FAQ

What is the screen resolution of the LG 43NU850B6LA?

The LG 43NU850B6LA has a 4K Ultra HD resolution of 3840 x 2160 pixels.

What processor does the LG 43NU850B6LA use?

The TV uses the alpha 7 AI Processor 4K Gen9 for picture processing and supported AI-based image optimisation.

Does the LG 43NU850B6LA support HDR?

Yes. The TV supports HDR10 and HLG, with HDR10 Pro and Dynamic Tone Mapping features for compatible content.

Is the LG 43NU850B6LA suitable for gaming?

Yes. It supports Game Optimiser, VRR up to 60Hz, ALLM and HGiG for compatible gaming devices and content.

How many HDMI ports does the LG 43NU850B6LA have?

The TV has 3 x HDMI inputs. HDMI 2 supports eARC, and the HDMI inputs support compatible ALLM functionality.

Does the LG 43NU850B6LA support Bluetooth?

Yes. The TV supports Bluetooth version 5.3 for compatible wireless devices.

Does the LG 43NU850B6LA support Wi-Fi?

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Yes. The TV supports Wi-Fi 5 for wireless network connectivity.

Can the LG 43NU850B6LA be wall mounted?

Yes. The TV supports a 300 x 200 mm VESA mounting pattern for compatible wall mounts.

What smart TV operating system does the LG 43NU850B6LA use?

The TV uses webOS 26 and includes AI Hub features with support for Google Gemini and Microsoft Copilot through Multi AI Search.

What audio output does the LG 43NU850B6LA provide?

The TV provides 20W audio through a 2.0 channel speaker system and supports AI Sound Pro virtual 9.1.2 up-mixing, Clear Voice Pro and WOW Orchestra.

Does the LG 43NU850B6LA support Apple AirPlay?

Yes. The TV supports Apple AirPlay for compatible Apple devices and content.

What are the dimensions of the LG 43NU850B6LA without the stand?

Without the stand, the TV measures 959 x 563 x 70.8 mm and weighs 6.4 kg.

Product Information Online

For the latest product information, availability and purchasing details, please visit the product page:

Product page:

<https://www.comx-computers.co.za/43NU850B6LA-LG-NU850B6LA-43-NANO-4K-UHD-Smart-TV-TV-Buy-p-340650.php>

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