



OVERALL SCORE



## LG OLED65E8PUA TV

✔ Recommended

A 65-inch OLED Ultra HD TV from LG, with 2160p resolution, four HDMI inputs, no component-video inputs, and three USB ports. This TV is internet enabled.

### Ratings

|                          |              |
|--------------------------|--------------|
| TV resolution type       | Ultra HD     |
| Screen size (in.)        | 65           |
| Display type (Backlight) | OLED         |
| Internet-enabled         | Yes          |
| HD picture quality       | ⬆️ Excellent |
| Ultra HD performance     | ⬆️ Excellent |
| Viewing angle            | ⬆️ Excellent |
| Sound quality            | ⬆️ Very Good |
| Motion blur              | ⬆️ Very Good |
| Versatility              | ⬆️ Very Good |
| Energy cost/yr. (\$)     | 26           |

### ✔ Highs

- Excellent color accuracy
- Superior, deep black levels
- Excellent 4K (UHD) performance
- HDR performance is very effective
- Unlimited viewing angle

### ✖ Lows

- Slight backlight non-uniformity
- Does not support HBO streaming

### CRs Take

This 65-inch 4K OLED UHD TV from LG, which has a “picture on glass” design and a discreet built-in sound bar speaker, is among the best TVs we’ve tested so far in 2018, with excellent high-definition picture, excellent UHD performance, and excellent sound. It also delivers a very effective HDR performance, which can produce enhanced contrast and brighter specular highlights when done well, something not true of all HDR-compatible TVs this year. (LG 4K TVs support HDR10, Dolby Vision, HLG, and Advanced HDR byTechnicolor HDR formats.) Like all OLED TVs it has an almost unlimited viewing angle, and the sound on this set is very good. (It supports Dolby Atmos audio.) The TV comes with LG’s updated smart TV platform, plus its voice-enabled ThinQ artificial intelligence platform, which allows it to interact with and control other compatible smart home products. The TV also supports Google Assistant and Amazon Alexa digital voice assistants. The set has four HDMI inputs, and three USB ports.

### About

The LG OLED65E8PUA is a 65-inch OLED Ultra HD TV with a native resolution of 3840x2160 (2160p).

The LG OLED65E8PUA includes an Ethernet jack allowing for a wired connection to your home network. It is also WiFi capable, so you can connect it to your home network wirelessly. It is DLNA certified, so you can view digital photos stored on a compatible computer, phone, or other mobile device also connected to your home network.

This TV has four HDMI inputs, and no component-video inputs. It also has three USB ports, which may be used to play media—photos, videos, and music—stored on a flash drive.

The LG OLED65E8PUA measures 36 inches high by 57 inches wide by 8.7 inches deep, including its base. The panel itself is 2 inches thick including any protrusions, and the screen has a glossy finish.

The warranty on this model covers parts for 12 months and labor for 12 months.

## Detailed Test Results

**HD PICTURE QUALITY.** HD picture quality was excellent. It did an excellent job displaying the finest detail of HD content. Color accuracy was excellent, so colors, especially flesh tones, looked very natural and lifelike. Very good contrast—the difference between the darkest blacks and brightest whites—gave images convincing depth and dimension. Excellent deep black levels are among the best we've seen, giving dark scenes great depth. This was one of the brighter models we've tested (with the panel brightness control turned up), so the picture remains quite viewable in a very sunny room. A lower backlight setting is recommended for a dimmer viewing environment. There was some visible banding (unnatural contours) on scenes with subtly shaded light-to-dark areas, such as a sky during sunset, rather than smooth transitions. There was slight display non-uniformity that created brighter cloudy areas most noticeable on very dark scenes (or in the black bars of a letterboxed movie). We routinely see this issue with LCDs and severity can vary from model to model. Film mode operation for HD film-based content was excellent, with no visible jaggies along the edges of objects during motion scenes. Deinterlacing was very good, with minimal jaggies visible when converting 1080i video content, such as from cable, to the display's native resolution.

**VIEWING ANGLE.** The overall viewing angle on this display is unlimited, better than most TVs we've tested. Contrast, and depth of black level did not vary regardless of viewing position. When we viewed the TV from the sides the picture showed a slight shift in color tone, but overall color remained consistent with no degradation in overall image quality. When viewing the image from above or below eye level to the screen, the vertical viewing angle was excellent. The picture showed no change in color, contrast, and black level.

**ULTRA HD PERFORMANCE.** Overall UHD performance was excellent and HD-to-UHD upconversion fell short. All native 4K content (non HDR) we played on this model, including movies and test videos, was presented in full 4K detail with excellent fidelity when played back via the TV's HDMI input. Via the USB port, high-resolution photos were displayed in full 4K detail. With regular HD content, the TV's HD-to-UHD up-conversion processing fell short, revealing some visible jaggies along the edges of diagonals when playing HD content.

**HIGH DYNAMIC RANGE (HDR) PERFORMANCE.** HDR performance was very effective.

The display's higher brightness capability helped enhance the realism of our 4K HDR test videos, while revealing excellent contrast between moderately bright and very bright highlights within a scene. It did a good job reproducing a greater range of nuanced shadow detail from black to white, with no obvious banding on areas of the image that have subtle shade variations. There was no visible loss of near-white shadow detail in the brightest areas. Very bright colored objects remained nicely saturated.

**MOTION BLUR.** This LG TV has very good motion performance, with minimal blurring on our motion tests, thanks to LG's "TruMotion". This feature is designed to reduce motion blur, a shortcoming of most displays. This TV includes a "Motion Pro" setting that was not effective at further reducing motion blur, it limited the brightness of the image and also added some flicker to the picture, so we left the feature off.

**SCREEN REFLECTIVITY.** Though not as mirror-like as on some models, this screen surface is glossy and therefore susceptible to reflections from a nearby lamp or window. It does a good job reducing glare from ambient light and maintains contrast in a brighter room environment.

**SOUND QUALITY.** This model has very good sound quality, better than most models we've tested. Whether you're watching a movie blockbuster, a concert, or TV show, it is able to deliver a satisfying listening experience. Bass was deep, providing satisfying fullness to the sound but lacking in definition a bit, and treble was nicely detailed, while the overall sound was closed in. The speakers could play at a fairly loud volume level and without obvious distortion. Unlike most of our tested models, this model's sound should satisfy the more discerning listeners, so an external sound bar is optional.

**EASE OF USE.** On first power up there is an on-screen guide that helps you through setting up the TV. LG's "Magic Motion" remote allows you to navigate on-screen menus using a traditional button key pad, or a gesture-controlled cursor, for increased flexibility. Using a point-and-click operation, the cursor's movement on the display is linked to the motion of your hand, and is used to make selections. The remote also includes buttons that provide direct access to Netflix and Amazon streaming services. The TV's stand is 25 inches wide.

**INTERNET FEATURES.** This TV provides advanced Internet capabilities via its "WebOS" portal with access to a library of applications, and a full Web browser. Movie streaming

services include Netflix, YouTube, Amazon Prime Video and Hulu. Also provides support for Google Assistant, Amazon Alexa.

**CONNECTIONS.** This model has four HDMI inputs—one supports ARC (Audio Return Channel), one composite input, and no component input. It also has three USB ports, an optical digital audio out, an Ethernet port, WiFi wireless networking; DLNA, to access files within your home network; Casting, which allows you to send streaming content from your mobile device to the TV via your home network; Screen mirroring, where the image on your smartphone or other compatible device can also appear on the TV. Analog connections are made via a special breakout cable adapter (included) that attaches to the TV as a single plug.

**INCLUDED IN THE BOX.** A quick start guide. An electronic manual in the TV's menu. A remote control with batteries. Breakout cable adapters (one composite with stereo audio.). No printed manual is included.

**ABOUT ULTRA HD TESTING:** We test UHD picture quality using 4K movies, videos, photos, and test patterns to confirm these displays deliver performance to this format's full potential. We check the TV's ability to reproduce 4K image detail, as well as high dynamic range (HDR) for TVs that support this capability. Image quality is tested using a 4K movie player connected to the TV's HDMI input, as well as from files stored on flash drive plugged into the TV's USB port. We also check the quality of 4K streaming from Netflix or YouTube (if the service is supported by the TV), and how well the TV can upscale HD movies to the display's higher UHD resolution while keeping artifacts such as "jaggies" along the edges of image content to a minimum. The best UHD TVs, and HDTVs, present high fidelity images that reveal the full quality of the best source content without degradation.

## Optimized Picture Settings

### PICTURE SETTINGS

Picture Mode: Expert (Dark Room)

Contrast: 95

Brightness: 54

Gamma: BT.1886

Color: 50

Tint: G4

Sharpness: 0

Color Temperature: Warm2

Color Gamut: Auto; Black Level: Low; Real Cinema: On; True Motion: User (DeBur: 10)

Any individual R,G, or B color subcontrols, if present, should remain at their default settings.

**TV FIRMWARE:** All models are evaluated using the latest firmware version available at the time of testing. The firmware version of the LG OLED65E8PUA was: 03.00.62.

**HOW TO ADJUST YOUR TV SETTINGS:** Our expert TV testers recommend the above settings for the LG OLED65E8PUA to get your image looking like the rated picture quality we saw in our lab. The settings shown are available when your playback device (i.e. cable box) is connected to the TV's HDMI input. Some settings may not be adjustable when streaming videos directly on the TV. To access the picture controls find the Menu, Home, Settings, or "Gear" icon on your remote or on-screen display, and navigate to the picture settings menu where you'll see most of the controls. To find some other controls you may additionally have to enter the "advanced settings" or the "picture options" sub-menus (name may vary depending on model). Don't worry about making any "mistakes." You can always reset the picture settings to factory default if necessary. Consult your user manual for additional guidance.

**ABOUT CR's OPTIMIZED PICTURE SETTINGS:** Our fine-tuned picture adjustments are made with the support of special test patterns and reference videos to yield best image fidelity, and a professionally calibrated reference display is used for comparison. Whether you are watching movies on Blu-ray or sports from your cable box, these settings will ensure you are seeing the programs in the best quality that the model can offer, short of a professional calibration. To optimize the image, we typically turn off (or turn down) the settings from features that can often degrade performance, including; power saving modes (which often dim the image), sharpness, noise reduction (also known as DNR, a feature that can degrade image detail), and "motion smoothing", if present (an effect that can give movies a soap-opera video-like appearance). Optimal settings for your TV may vary a bit from ours due to slight variations between similar samples, or the model's firmware version.

**ABOUT CR's TV VIEWING CONDITIONS:** Our picture settings are optimized for a dimmer home viewing environment. If the settings we recommend don't suit your taste or your environment, use the picture controls to achieve an image you consider "just right."

## Brand Reliability

Over 71,000 readers sound off on brand reliability

Westinghouse LCD televisions are less reliable than most other TV brands. This brand's breakage rate is significantly higher than almost every brand, with the exception of Seiki, Vizio, and TCL. Although no brand can be called out as the most reliable television, Haier appears at the top of the chart and is meaningfully more reliable than the four brands that appear at the bottom.

These conclusions are based on our breakage rate estimates for televisions by the 3rd year of ownership, gathered from ratings of 83,662 televisions by subscribers who purchased a new TV between 2012 and 2017. Our statistical model estimates breakage rates for TVs that are not covered by a service contract. Differences of less than 4 points between brands are not meaningful. Models within a brand may vary, and changes in design or manufacturer may affect future reliability. Still, choosing a brand with a lower estimated breakage rate can improve your odds of getting a dependable model.

| Brand                 | Estimated breakage rate by the 3rd year of ownership |     |    |     |      |
|-----------------------|--|-----|----|-----|------|
| LCD (LED) Televisions | Fewer  | 0%  | 5% | 10% | More |
| Haier                 |  | 3%  |    |     |      |
| Insignia              |  | 4%  |    |     |      |
| Sanyo                 |  | 4%  |    |     |      |
| Toshiba               |  | 4%  |    |     |      |
| Philips               |  | 4%  |    |     |      |
| Sony                  |  | 4%  |    |     |      |
| Hisense               |  | 5%  |    |     |      |
| Element               |  | 5%  |    |     |      |
| Samsung               |  | 5%  |    |     |      |
| RCA                   |  | 5%  |    |     |      |
| LG                    |  | 5%  |    |     |      |
| Hitachi               |  | 5%  |    |     |      |
| Sharp                 |  | 6%  |    |     |      |
| Magnavox              |  | 6%  |    |     |      |
| Vizio                 |  | 7%  |    |     |      |
| Seiki                 |  | 8%  |    |     |      |
| TCL                   |  | 8%  |    |     |      |
| Westinghouse          |  | 10% |    |     |      |

Source: 2017 Winter Product Reliability Survey, Consumer Reports National Research Center.

## Features & Specs

### Connections

|   |                      |
|---|----------------------|
| HDMI inputs                             | 4                    |
| Component-video                         | 0                    |
| Component/Composite-video shared inputs | 0                    |
| Composite-video                         | 1                    |
| USB port                                | 3                    |
| VGA input                               | No                   |
| Ethernet port                           | Yes                  |
| Digital-audio output                    | Optical              |
| Headphone jack (3.5mm audio jack)       | No                   |
| Other connections                       | RS-232C Service Only |

### Features

|                    |  |
|--------------------|--|
| Frame rate (Hz)    | N/A  |
| WiFi               | Yes  |
| Streaming services | Netflix, YouTube, Amazon Prime Video, and Hulu |
| Web browser        | Yes  |
| DLNA-certified     | Yes  |

### Specs

|  |                  |
|--|------------------|
| Native resolution                          | 3840x2160        |
| Overall height (in.)                       | 36               |
| Overall width (in.)                        | 57               |
| Overall depth (in.)                        | 8.7              |
| Screen shape (aspect ratio)                | 16:9             |
| Screen finish                              | Glossy           |
| Digital Tuner (Off-air ATSC and Cable QAM) | Yes              |
| Panel size without base HxWxD (in.)        | 35.6 x 57 x 2    |
| Weight including base (lb.)                | 60.8             |
| Warranty (months): parts/labor/in-home     | 12/12/Not Stated |

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