

# Netflix to stream 'ultra' high-def shows to LG televisions

LAS VEGAS, USA: LG announced an alliance with Netflix to stream "ultra high-definition" shows to new televisions being released by the South Korean consumer electronics company.



Netflix is to start streaming 4K ultra-high definition movies to LG's new 4K television sets. Image: [LG](#)

The announcement came on the eve of the formal opening of an international Consumer Electronics Show due to be packed with announcements about vibrant new screens displaying content about four times richer than what is seen on most current high-definition televisions.

"We've been on an adventure with LG to create the best possible experiences on the television," Netflix chief executive Reed Hastings said during an appearance on stage at an LG press conference here.

"Netflix is proud to stream in real-time shows like 'House of Cards,' filmed in 4K, and will be one of the first major television shows available in 4K," Hastings said.

He was referring to the horizontal resolution of the order of 4,000 pixels boasted by new-generation televisions. Current-generation high definition screens, comparatively, have pixel density of 1,080.

US-based online television and movie streaming service Netflix began working with LG about five years ago to combine its offerings with the companies products.

News of the partnership came as LG unveiled an array of new smart televisions integrating a webOS computer operating system bought from Hewlett-Packard last year.

"There are 160m smart TVs out there, and most people think they are too complicated," said LG Electronics Inc. chief technology officer Skott Ahn.

"We have simplified the way you plug in the TV, and find content and services with webOS," he added.

Source: AFP via I-Net Bridge

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