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Reflecting their ongoing commitment to innovation, design and functionality, LG once again proved that something that works can also be beautifully designed.

In 2011 LG launched its pioneering new home entertainment range which, included their groundbreaking and unique Cinema 3D series.

Available from major retailers from April 2011, the series included 3D TVs showcasing the latest in 3D technology for the home.

## The Ultimate In Home Entertainment

Previously, a common complaint with the 3D experience was the discomfort made by the heavy 3D glasses.

As part of the Cinema 3D range, a staggering seven pairs of polarised glasses provide a comfortable 3D viewing experience.

Weighing only 16 grams – almost half the weight of conventional 3D glasses – they require no batteries or synchronisation with your 3D TV.

Lightweight and comfortable, the frames are ergonomic and designed with your viewing pleasure in mind.

However, if seven pairs is not enough for your expanding family or social group – additional pairs cost a mere £2 each.

## Clearer 3D Images

More than two times brighter than other conventional 3D TVs, the Cinema 3D TVs use LG's innovative 3D technology, providing you, your friends and family with brighter and clearer images.

This breakthrough technology is able to counteract any dimness that can occur within 3D images – which is common – through a special, thin film that coats the screen.

This is not restricted to just 3D however; images in 2D, are also exceptionally clear and vivid.

## Make Savings

Using LG's Super Energy Saving technology, their 3D TVs – as part of their Cinema 3D series – use significantly less power compared to that of LED and CCFL monitors meaning you save energy and ultimately, money.

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Barry Knightly is a fan of a [3D TVs](#).

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