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LG Scarlet - angle view
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A Thing of Beauty: Close and Personal with LG's Scarlet HDTV

An LCD TV that offers both style and hi-tech features

One of the dominant trends in technological design nowadays is to combine very advanced technical features (high brightness level, high contrast level, various enhanced image processing technologies) with an eye-catching look, which will appeal even to the more discerning of customers. And this trend is quite visible in the case of LG's Scarlet (LG60 or LG6000 in Europe), which we've had the chance to "play with" first hand. One of the most shocking things about this device is its thickness (just 1.7 inches - 4.32 cm), as well as its one of a kind control system: a ring (surrounded by LEDs), installed on the lower side and featuring a tactile sensor that will allow users to switch the TV set either on or off in the simplest and most "elegant" possible manner. The device sports an intelligent sensor that analyses the light from the surrounding environment and automatically adapts the panel's brightness level to match just about any room, in just about any moment of the day. By analyzing the temperature and brightness in the room, this sensor actually detects what could be described as an "atmosphere" of the room and offers the best quality of the colors in order to allow users to enjoy an optimum viewing experience. Furthermore, this automatic adjustment system will reduce the power consumption down to 50%. Furthermore, the TV set features two modes, namely AV Mode and Expert Mode, which allow users to adapt the way images are displayed depending on the room conditions and the AV source. The HDTV set also incorporates Full HD TruMotion 120Hz technology, which eliminates blurring even during high-action sequences, while the 15,000:1 contrast ratio brings about both more intense blacks and more powerful whites. The TV set also offers 24p TruCinema technology, which allows users to view movies at the rate they were shot at (24 frames per second), while the connectivity options (clearly visible in the photo) are also quite OK, since we're dealing with full HDMI v1.3, USB 2.0 port, D-sub, SCART and component, as well as the "old" RF antenna. All in all, these things are truly attractive, and they're clearly designed for those people who are looking for a lot more than high-quality images in their TVs, namely a stylish and attractive external design. We are just a few, but there are many of you, Softpedia users, out there. That's why we thought it would be a good idea to create an email address for you to help us a little in finding gadgets we missed. Interesting links are bound to be posted with recognition going mainly to those who submit. The address is .