

# LG is finally releasing its TV with rollable screen in the US—with \$100,000 price tag

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Credit: CC0 Public Domain

Remember LG's TV with a rollable screen? It's finally arriving in the U.S., but at a steep price.

A listing on LG's U.S. website shows the LG Signature OLED R 65" Class Rollable 4K Smart TV. Although it doesn't offer an option to buy or pre-order, the LG TV won't come cheap. It's priced at \$100,000.

The TV features a 65-inch flexible OLED display that unrolls or rolls back from its base. The TV has three different views: A full view of the entire screen, a line view where a portion of the screen is exposed and a zero view where the screen is fully rolled up inside the base.

Among other features on the TV: A self-lighting OLED display, support for Dolby Atmos audio and hands-free voice control.

Back in April, the [page](#) for the rollable TV featured an option to "inquire to buy," giving interested consumers contact information for an LG representative. The price had not been made publicly available at the time.

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