

CES 2019: LG'S ROLLABLE TV DISAPPEARS IN SECONDS

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Las Vegas – The electronics company has introduced the world's first rollable television, giving home users multiple viewing possibilities while making the screen less conspicuous.

Launched at CES 2019, the **LG** Signature OLED TV R offers three display modes and can totally disappear at the touch of a button. The design also frees users from the limitations of mounting the screen on a wall, allowing them to arrange their living space in a way that adapts to their changing needs, akin to Bang & Olufsen's **Beosound Edge** speaker.

To perform different functions, the tv's display panel can rise and unroll to different heights: full view, line view and zero view. With zero view, the screen is entirely hidden from view, tucked away inside the base, although users can still enjoy music and other audio content through its speakers.

The unobtrusive design reflects a wider effort among manufacturers to make large televisions less conspicuous. In a similar vein, our **Silent Homes** microtrend explores how luxury consumers are seeking noise-masking solutions to combat the hum of connected devices.