

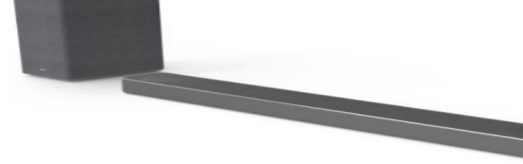






## 2019 - Sound Bar Claim Summary

Model	Best SL10YG	Best SL9YG	Better SL8YG	Better SL7Y	Better SL6Y	Better SL5Y	Good SL4Y
Recommended TV RRP	OLED \$1,699	OLED \$1,499	Super UHD \$1,099	Super UHD \$799	Super UHD \$699	UHD \$549	UHD \$399
Product Image							
General Copy	Enjoy the LG ultimate in cinematic sound at home, whether you're watching a movie, a sports event or gaming, by pairing the SL10YG to your OLED TV. The extraordinary richness and depth offered by Dolby Atmos® and Meridian Technology, driven by an incredible 570W of power, takes your entertainment experience to the next level. Plus, ask the Google Assistant for anything – with your voice!	Enhance your OLED TV experience with the wall mountable SL9YG. Enjoy richer, atmospheric sound textures created by Dolby Atmos®, and the heart-stopping bass and sonic purity of Meridian Technology. All driven by an impressive 500W of power to elevate your enjoyment to new heights. Plus, you can ask the Google Assistant for anything – with your voice!	Add breath-taking sound quality to your Super UHD TV thanks to the richness of Dolby Atmos® and the powerful bass and clarity provided by our partnership with Meridian Technology. There's also 440W Total Power to play with, so you'll easily fill your living space with beautifully-balanced sound. Plus, you can ask the Google Assistant for anything – with your voice!	Revel in rich, more dynamic sound from your Super UHD TV with the surround sound experience offered by DTS Virtual:X™ combined with the clarity and depth of High Resolution Audio. Boasting 420W of Total Power, this discreet 3.1 channel Sound Bar gives you the ability to cast music and content via Wi-Fi, turning your lounge room into your entertainment centre. Plus, it also works with Google Assistant.	Immerse yourself in surround sound-like depth and quality, thanks to the aural-enriching combination of DTS Virtual:X™ and High Resolution Audio. With 420W Total Power, this sleek, 3-channel Sound Bar is the perfect addition to your Super UHD TV. Ideal for mid-sized rooms.	Enjoy surround sound-like depth and quality, thanks to the aural-enriching combination of DTS Virtual:X™ and High Resolution Audio. It packs a serious punch with 400W Total Power, too. Perfect for apartments or the second TV room.	Add depth, clarity and power to your UHD TV by connecting to a Bluetooth Sound Bar and subwoofer. Everything sounds so much better.
Feature & Spec Difference	<ul style="list-style-type: none"> <li>• 70W</li> <li>• 5.1.2 ch</li> <li>• 65" TV</li> </ul>	<ul style="list-style-type: none"> <li>• 60W</li> <li>• 4.1.2 ch</li> <li>• Wall Mountable</li> </ul>	<ul style="list-style-type: none"> <li>• Google Assistant</li> <li>• 3.1.2 ch</li> <li>• Dolby Atmos</li> <li>• Meridian</li> </ul>	<ul style="list-style-type: none"> <li>• Works with Google Assistant</li> <li>• Wi-Fi</li> </ul>	<ul style="list-style-type: none"> <li>• 20W</li> <li>• 1 CH</li> </ul>	<ul style="list-style-type: none"> <li>• DTS Virtual X</li> <li>• 100W</li> </ul>	<ul style="list-style-type: none"> <li>• 140W</li> </ul>
Price Difference	\$200	\$300	\$300	\$100	\$150	\$150	\$100
Trade Copy 4 bullet points	<ol style="list-style-type: none"> <li>1. Meridian Technology are the pioneers of High Resolution audio, and our partner in sound.</li> <li>2. Dolby Atmos® separates and projects sound in different directions to create incredibly immersive audio.</li> <li>3. Google Assistant gives you access to the search power of Google - hands free.</li> <li>4. 570W Total Power, 5.1.2 Channels adds a whole new dimension of sound depth and clarity.</li> </ol>	<ol style="list-style-type: none"> <li>1. Meridian Technology are the pioneers of High Resolution audio, and our partner in sound.</li> <li>2. Dolby Atmos® separates and projects sound in different directions to create incredibly immersive audio.</li> <li>3. Google Assistant gives you access to the search power of Google - hands free.</li> <li>4. 500W Total Power, 4.1.2 Channels in flat mount mode using upward firing speakers, &amp; 4.1.(2) Channels in wall mount mode using downward firing speakers.</li> </ol>	<ol style="list-style-type: none"> <li>1. Meridian Technology are the pioneers of High Resolution audio, and our partner in sound.</li> <li>2. Dolby Atmos® separates and projects sound in different directions to create incredibly immersive audio.</li> <li>3. Google Assistant gives you access to the search power of Google - hands free.</li> <li>4. 440W Total Power, 3.1.2 Channels adds a whole new dimension of sound depth and clarity.</li> </ol>	<ol style="list-style-type: none"> <li>1. DTS Virtual:X™ creates a virtual surround sound experience - without all the speakers.</li> <li>2. Works with Google Assistant so you can cast your favorite music through your compatible Google Assistant device.</li> <li>3. WiFi Connectivity lets you stream your music directly to the Sound Bar.</li> <li>4. 420W Total Power, 3.1 Channels add volume, depth and clarity to the soundtrack.</li> </ol>	<ol style="list-style-type: none"> <li>1. DTS Virtual:X™ creates a virtual surround sound experience - without all the speakers.</li> <li>2. High Resolution Audio for an immersive and outstanding quality audio experience.</li> <li>3. Bluetooth Connectivity lets you stream your music directly to the Sound Bar.</li> <li>4. 420W Total Power, 3.1 Channels add volume, depth and clarity to the soundtrack.</li> </ol>	<ol style="list-style-type: none"> <li>1. DTS Virtual:X™ creates a virtual surround sound experience - without all the speakers.</li> <li>2. High Resolution Audio for an immersive and outstanding quality audio experience.</li> <li>3. Bluetooth Connectivity lets you stream your music directly to the Sound Bar.</li> <li>4. 400W Total Power, 2.1 Channels add volume, depth and clarity to the soundtrack.</li> </ol>	<ol style="list-style-type: none"> <li>1. Adaptive Sound Control to adjust and improve sound based on content.</li> <li>2. Bluetooth Connectivity lets you stream your music directly to the Sound Bar.</li> <li>3. Wireless Subwoofer adds bass and depth of sound to your viewing enjoyment.</li> <li>4. 300W Total Power, 2.1 Channels add volume, depth and clarity to the soundtrack.</li> </ol>
<b>Key Claim</b>	<b>SL10YG</b>	<b>SL9YG</b>	<b>SL8YG</b>	<b>SL7Y</b>	<b>SL6Y</b>	<b>SL5Y</b>	<b>SL4Y</b>
<b>Top 1</b>	<b>With Meridian Technology</b>	<b>Wall Mountable</b>	<b>With Meridian Technology</b>	<b>DTS Virtual:X™</b>	<b>DTS Virtual:X™</b>	<b>DTS Virtual:X™</b>	<b>Adaptive Sound Control</b>
	We've partnered with Meridian, the pioneers of high resolution audio, to bring you heart-stopping, high-fidelity sound from this sleek, beautifully-designed Sound Bar.	The SL9YG comes with a handy bracket, so you have the choice of wall mounting for a sleek look and automatically adjusts to 4.1.(2) channels with downward firing speakers.	We've partnered with Meridian, the pioneers of high resolution audio, to bring you heart-stopping, high-fidelity sound from this sleek, beautifully-designed Sound Bar.	DTS Virtual:X™ gives you a surround sound like experience, without the array of speakers and wires placed in strategic points around the room.	DTS Virtual:X™ gives you a surround sound like experience, without the array of speakers and wires placed in strategic points around the room.	DTS Virtual:X™ gives you a surround sound like experience, without the array of speakers and wires placed in strategic points around the room.	Adaptive Sound Control identifies what's playing and automatically adjusts the sound setting to improve the sound experience.
<b>Top 2</b>	<b>Dolby Atmos®</b>	<b>Dolby Atmos®</b>	<b>Dolby Atmos®</b>	<b>Works with Google Assistant</b>	<b>High Resolution Audio</b>	<b>High Resolution Audio</b>	<b>Bluetooth® Connectivity</b>
	Dolby Atmos® produces rich, atmospheric sound quality that delivers textured layers of detail and depth for a truly immersive experience. The SL10YG comes with upward firing speakers for above and around sound for a heightened three dimensional	Dolby Atmos® produces rich, atmospheric sound quality that delivers textured layers of detail and depth for a truly immersive experience. You'll feel like you're inside the action as the sounds of people, places, things, and music come alive with breathtaking	Dolby Atmos® produces rich, atmospheric sound quality that delivers textured layers of detail and depth for a truly immersive experience. The SL8YG comes with upward firing speakers for above and around sound for a heightened three dimensional soundstage.	Use your voice to cast your favourite content via your compatible Google Assistant device to your LG SL7Y Sound Bar.	Let the sound wash over you with High Resolution Audio at 24bit/96kHz. The SL6Y allows you to listen to high resolution content for your enjoyment.	Let the sound wash over you with High Resolution Audio at 24bit/96kHz. The SL5Y allows you to listen to high resolution content for your enjoyment.	Bluetooth-enabled SL4Y lets you stream your favourite music directly to it.
<b>Top 3</b>	<b>Google Assistant*</b>	<b>Google Assistant*</b>	<b>Google Assistant*</b>	<b>Wi-Fi Connectivity</b>	<b>Bluetooth® Connectivity</b>	<b>Bluetooth® Connectivity</b>	<b>Wireless Subwoofer</b>
	Everyday tasks are made easier with Google Assistant. You can get answers, play your favourite content, plan your day and manage tasks via your voice-controlled LG SL10YG Sound Bar.	Everyday tasks are made easier with Google Assistant. You can get answers, play your favourite content, plan your day and manage tasks via your voice-controlled LG SL9YG Sound Bar.	Everyday tasks are made easier with Google Assistant. You can get answers, play your favourite content, plan your day and manage tasks via your voice-controlled LG SL8YG Sound Bar.	Cast your music to your LG SL7Y Sound Bar via a compatible mobile device via WiFi.	When you want to listen to your favourite music, you can stream it directly to your Bluetooth-enabled SL6Y.	When you want to listen to your favourite music, you can stream it directly to your Bluetooth-enabled SL5Y.	Connect wirelessly to the Subwoofer wherever it fits in with your décor, and enjoy the rumbling bass and depth of sound.
<b>Top 4</b>	<b>570W Total Power</b>	<b>500W Total Power</b>	<b>440W Total Power</b>	<b>420W Total Power</b>	<b>420W Total Power</b>	<b>400W Total Power</b>	<b>300W Total Power</b>
	Add more power to further enhance your movie, TV or gaming experience with 570W total power and 5.1.2 channels. You can also add rear speakers** for an extra 2 channels and 140W.	Add more power to further enhance your movie, TV or gaming experience with 500W total power. When mounted conventionally on a table or cabinet the SL9YG uses upward firing speakers to deliver 4.1.2 channels. You can also add rear speakers** for an extra 2 channels	Add more power to further enhance your movie, TV or gaming experience with 440W total power and 3.1.2 channels with the dedicated centre speaker for clear dialogue. You can also add rear speakers** for an extra 2 channels and 140W.	Add more power to further enhance your movie, TV or gaming experience with 420W total power and 3.1 channels with the dedicated centre speaker for clear dialogue. You can also add rear speakers** for an extra 2 channels and 140W.	your movie, TV or gaming experience with 420W total power and 3.1 channels with the dedicated centre speaker for clear dialogue. You can also add rear speakers* for an extra 2 channels and 140W.	Add more power to further enhance your movie, TV or gaming experience with 400W total power and 2.1 channels. You can also add rear speakers* for an extra 2 channels and 140W.	Add more power to further enhance your movie, TV or gaming experience with 300W total power and 2.1 channels. You can also add rear speakers* for an extra 2 channels and 140W.
<b>Disclaimers</b>	*Google Assistant is not available when watching TV. Google is a trademark of Google LLC. •Wi-Fi network and Google Account required. Use of Google Assistant and AI ThinQ™ requires consent to Google and LG Terms of Use and/or Privacy Policies. Controlling devices and features require compatible smart devices. Internet usage charges and conditions may apply. Subscriptions may be required to access certain content. Features and services may not always deliver or respond to the	*Google Assistant is not available when watching TV. Google is a trademark of Google LLC. •Wi-Fi network and Google Account required. Use of Google Assistant and AI ThinQ™ requires consent to Google and LG Terms of Use and/or Privacy Policies. Controlling devices and features require compatible smart devices. Internet usage charges and conditions may apply. Subscriptions may be required to access certain content. Features and services may not always deliver or respond to the	*Google Assistant is not available when watching TV. Google is a trademark of Google LLC. •Wi-Fi network and Google Account required. Use of Google Assistant and AI ThinQ™ requires consent to Google and LG Terms of Use and/or Privacy Policies. Controlling devices and features require compatible smart devices. Internet usage charges and conditions may apply. Subscriptions may be required to access certain content. Features and services may not always deliver or respond to the requested command. To learn more visit www.lg.com.au	Google is a trademark of Google LLC. •Wi-Fi network and Google Account required. Use of Google Assistant and AI ThinQ™ requires consent to Google and LG Terms of Use and/or Privacy Policies. Controlling devices and features require compatible smart devices. Internet usage charges and conditions may apply. Subscriptions may be required to access certain content. Features and services may not always deliver or respond to the requested command. To learn more visit www.lg.com.au	*Compatible LG Rear Speaker Kit SPK8-S sold separately	*Compatible LG Rear Speaker Kit SPK8-S sold separately	*Compatible LG Rear Speaker Kit SPK8-S sold separately
	**Compatible LG Rear Speaker Kit SPK8-S sold separately	**Compatible LG Rear Speaker Kit SPK8-S sold separately	**Compatible LG Rear Speaker Kit SPK8-S sold separately	*Compatible LG Rear Speaker Kit SPK8-S sold separately			