



4K ULTRA HD TV BUYING GUIDE

The future of television has arrived. Just as flat-panel HDTVs replaced analog TV, 4K Ultra HD TVs are poised to take over the TV marketplace in the coming years. The reasons why are easy to see. 4K TVs offer four times the picture resolution of 1080p HDTVs. Plus, all of the 4K TVs at Best Buy do a superb job of upscaling the movies and TV shows you currently watch to near-4K Ultra HD quality.

Topics in this 4K Ultra HD TV Buying Guide:

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What is 4K Ultra HD TV?



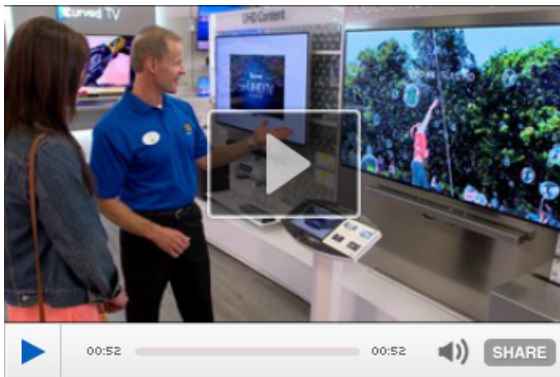
4K TV. UHD TV. Ultra HD TV. Ultra High-Definition TV. 4K Ultra HD TV. 4K UHD TV. It can get confusing, but they're actually all the same thing. Within this guide, we'll mostly be using "4K Ultra HD TV" and "4K TV," but keep in mind there isn't a set term that all manufacturers are using.

Development of 4K Ultra HD TV began in Japan over 10 years ago, and the technology is now entering the

consumer marketplace with increasing speed. This means a huge leap in picture resolution, as 4K TVs display 4K content at 3,840 pixels wide by 2,160 pixels tall (2160p TV). That's over eight million pixels per image, compared to just over two million pixels for a 1080p TV (1,920 pixels wide by 1,080 pixels tall).

Beyond the technical details, this means the images you see will be incredibly realistic, with a level of detail you have to experience for yourself. Objects in the distance will appear with much greater clarity. Shadow and light will be more nuanced, black tones will be blacker, white tones will be whiter, and the entire picture will look sharper and have a greater sense of depth.

If you're wondering where the term "4K" comes from, UHD specifications used in Hollywood films are slightly different (4,096 pixels wide). So "4K" was a convenient way to describe technology with a specification so close to 4,000. UHD TVs require the slightly smaller 3,840 pixels wide to fit more properly on a television, but the "4K" term has stuck.



Everything Looks Better in 4K Ultra HD

Another great thing about all of the 4K Ultra HD TVs at Best Buy is they make your current movies and TV shows look absolutely fantastic. This is because of advanced video processing chips that upscale all of your content to near-4K Ultra HD quality. Keep in mind that a number of 4K TVs sold elsewhere will not be able to upscale.

As you'll read below, Best Buy is committed to carrying only 4K TVs that have demonstrated the absolute finest upscaling. This is an incredibly impressive feature and something you'll definitely want to try out in our stores.

Sit Closer to a 4K TV

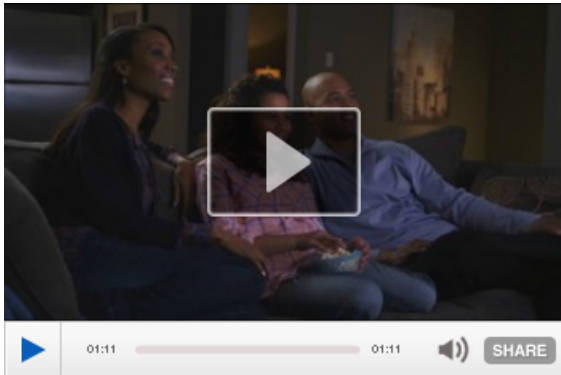
The pixel density is so great on 4K Ultra HD TVs that you can move extremely close to the screen without sacrificing picture quality. For 4K TVs, the minimum "unofficial" recommended viewing distance is one and a half times the height of the TV screen (compared with three times the height for HDTVs). So for a 65" class TV with a screen height of 35", you can sit as close as 4.5 feet away for an incredibly immersive experience.

Adding to the overall immersion, most 4K Ultra High-Definition TVs are very large (our main selection lies between 55" to 85" class). You will get the best experience with one of these larger screens, as the impact of the pixel density will be at its most impressive.

[Watch a video on how close you can sit to a 4K TV ›](#)

Not All 4K TVs Are Created Equal

While this advancement in TV technology is very exciting, some manufacturers may release TVs with less developed technology at discounted prices. That's why it's important to understand the technologies within your 4K Ultra HD TV, whether they'll allow you to stay future proof as 4K standards change, and whether they'll allow you to watch all available content in 4K now and in the future.



- All 4K Ultra HD TVs at Best Buy will be equipped with HEVC/H.265 (High Efficiency Video Coding). This allows the demanding size of 4K content to be compressed and streamed over the Internet. This is critically important, because for now, 4K content can only be streamed or downloaded. In addition, all Netflix 4K content requires HE to be built into the TV.
- Upscaling the picture quality of all your current movies and TV shows to near-4K Ultra HD quality is a fantastic feature, and Best Buy is committed to carrying 4K Ultra HD TVs that offer the finest upscaling. Keep in mind that some 4K TVs sold elsewhere won't be able to upscale at all.
- All 4K Ultra HD TVs at Best Buy will have HDCP 2.2 installed, which will help future proof your TV and ensure you can view all 4K content now and in the future.
- Newer high-speed HDMI cable allows for 4K content to be displayed all the way up to 60fps, which is the highest frame-per-second rate available. All UHD TVs currently sold at Best Buy have this 60fps capability.

Overall, you can purchase your 4K Ultra HD TV with confidence at Best Buy. All of our current 4K TVs have passed our strict requirements for a high-quality 4K picture, premier upscaling of content, future proofing through software updates, and the ability to display all available 4K content today and in the future.

LED or OLED?

All 4K Ultra HD TVs use one of these display panel types. Depending on the TV manufacturer, you can also choose either a flat-panel or curved screen.

LED

The majority of 4K TVs currently use LED (light-emitting diode) panels. They are also the most popular HDTV type on the market, delivering excellent overall picture quality. They often have very thin profiles, allowing for easy placement in any viewing space. LED TVs are actually part of the LCD TV family, with the LEDs providing advanced edge lighting or backlighting.

OLED

4K TVs with advanced OLED (organic light-emitting diode) panels are just now beginning to reach the marketplace (1080p OLED panels have been available for a number of years). OLED TVs offer an extremely high degree of color accuracy, great contrast, wide viewing angles and a picture that is virtually blur-free. Each one of the millions of pixels is individually illuminated, producing true blacks, whites and a brilliant range of colors. Images are processed in a similar fashion to plasma TVs, which makes them ideal for viewing sports and action movies. OLED technology also allows for extraordinarily thin screens.

[Shop LED 4K Ultra HD TVs ›](#)

What 4K content is currently available?

There's been a revolution happening in the movie business for a number of years now. Hollywood has been filming the majority of their big-budget films in 4K Ultra HD (moving away from 35mm film), and an increasing number of movie theaters are projecting in 4K. In addition, more and more TV shows are starting to film in 4K Ultra HD, so there is actually

large archive of great 4K content out there. The real question is how it will be delivered to your UHD TV in the coming years.

Currently, you can stream 4K content, download it or play it from preloaded content devices. There is no portable disc format available (like a Blu-ray Disc) that can hold the huge amount of data that a 4K movie requires. You can, however, buy Blu-ray movies that have been "Mastered in 4K." While not "True" 4K content, these movies will look tremendous on both 4K Ultra HD and Full HD TVs.

Overall, we're seeing the beginning of a new push to release 4K content. Netflix recently announced that House of Cards and Breaking Bad will be streamed in 4K for UHD TVs with HEVC/H.265 built in (all UHD TVs at Best Buy will have this capability).

Also, Sony has introduced a 4K Ultra HD Media Player that comes loaded with free 4K content, plus you can use it to download for rent or purchase more than 200 4K films. Other TV manufacturers are currently planning similar devices.

And don't forget high-end 4K Ultra HD video cameras and camcorders are available to capture everything from your latest film project to your family's special moments.

Shop: [4K Ultra HD media players](#) | [4K Ultra HD camcorders](#)

Prices Are More Affordable

Like with most innovative technology, the prices for 4K TV were initially quite high. However, this year is marking a dramatic change in the marketplace, as a large number of 4K TVs are being released. You'll be surprised how much prices have fallen within Best Buy's selection of future-proof 4K TVs.

[Shop all 4K Ultra HD TVs ›](#)

4K Ultra HD Monitors

4K Ultra HD computer monitors are just starting to become more readily available. These will be especially enticing for hardcore gamers and those who work in film or graphic design. Keep in mind that you'll need a powerful computer and advanced graphics card to stream 4K content and upscale games to near-4K Ultra HD. But like with 4K TV, you'll be entering the future of computer display with a 4K monitor today.

[Shop 4K Ultra HD monitors ›](#)

Believing Begins Here

Words can only go so far in telling the 4K Ultra HD TV story. Visit your local Best Buy store to see these amazing TVs in person and speak with one of our home theater experts. They'll help you discover everything you need to create a premium 4K Ultra HD experience in your home.

[See our "4K Ultra HD TV: Believing Begins Here" experience ›](#)

[Shop all 4K Ultra HD TVs ›](#)

Find a Store

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