

To explain why you should spend \$10,000 on a television set requires understanding a transformative technology called organic light-emitting diode. OLED screens—which use layers of organic compounds with electroluminescent properties—produce brighter colors and deeper contrasts than competing liquid-crystal-display and plasma models. What's more, the screens are wafer thin—and even flexible. OLEDs can be found in a number of high-end smartphones and tablets, but producing large OLED screens has proved more difficult. Until now, LG Electronics Inc. recently unveiled the 55EM9800—the world's first market-ready OLED TV, right—and Samsung Electronics Co. quickly followed suit. Both brands' sets are about as thin as a house key, and both screens are gently curved to enhance the immersive viewing experience. We're partial to the LG's brighter picture and exceptional clarity in presenting fast-moving images. Early adopters have an additional incentive to grab first-on-the-block bragging rights: LG cut the introductory cost of its model from \$15,000 to \$9,788, reportedly selling each device at a loss to gain market share. **WOOK KIM**

Tech The Revolution Will Be Televised



Uruguay's Playa Vik, above, and Estancia Vik, right



Adventure

DOUBLE YOUR PLEASURE



> Call him the accidental hotelier. Later this winter, Sebastian Holdings Inc. Chief Executive Officer Alexander Vik will double the size of his Vik Retreats (vikretreats.com) with the introduction of two new properties: Bahia Vik in Jose Ignacio, Uruguay, and Vina Vik in Chile's Millahué Valley. "We were just looking for an *estancia* for ourselves," says the Norwegian-born billionaire of the first time he and his wife, Carrie, saw the 1,600-hectare cattle ranch that would become their inaugural hotel, the 12-room Estancia Vik in Jose Ignacio. "But we had so many ideas that it became larger than what only we could use."

Two years later, the Viks discovered a similarly stunning beachfront property just 8 kilometers (5 miles) down the road, which would become their 19-suite Playa Vik. "One makes you feel like you're riding a horse in Marlboro Country, and the other like you're on the beach in St. Tropez," Vik says.

In December, the couple will unveil Bahia Vik, a collection of 38 suites on 4 hectares (10 acres) of dunes just 460 meters (500 yards) from Playa Vik, followed early next year by Vina Vik, a 22-room mountaintop hotel and 4,000-hectare vineyard 200 kilometers south of Santiago.

Melissa Biggs Bradley, CEO of New York-based outfitter Indagare Travel Inc., isn't surprised by the popularity of Vik Retreats among her tough-to-impress clientele. "Red Bull founder Dietrich Mateschitz's Laucala Island in Fiji, Paul Tudor Jones's Grumeti Reserves in Tanzania, Vik Retreats: These are all passion projects from individuals who aren't creating hotels so much as places in which they really want to live and entertain." **BILL KEITH**

LEFT TO RIGHT: COURTESY OF LG; COURTESY OF VIK RETREATS