

TOSHIBA



Toshiba is Back with a Dynamic New Range of Trend-setting TVs

Making its eagerly anticipated return to Europe's consumer AV market, Toshiba is back with a dynamic new range of trend-setting TVs. Strengthened by a brand licensing agreement with long-standing partner, Vestel, this renowned brand is set to offer an affordable mid-market proposition, providing the high quality, design and value for which it has always been known. Encompassing everything from 65" OLED and 55/49" wide colour gamut TVs to accessible Ultra HD and smart DVD TVs, the five new core ranges bear all the hallmarks of the Toshiba brand identity, providing user-friendly designs as well as greater attention to aesthetic detail. The next generation of Toshiba TVs offers contemporary and functional elegance, coming with features, such as bezel-free and ultra-slim bezel frames, space-saving, brushed aluminium stands and the brand's signature ring motif.

Offering the possibility of higher margin sales outside of Europe's narrow 20% premium sector, the brand is tapping into demand for more accessible, high quality TVs.

With the advantage of a large-scale manufacturing site so close to Europe, Toshiba TVs is perfectly placed to bring more of the latest TV technologies to the mainstream sector – and in quick-to-market time frames.

Determined to fulfil genuine sector demand, the brand is not only ready to support the mainstream adoption of 4K models, but also to satisfy the consumer appetite for a more deeply immersive TV experience.

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Offering must-have Ultra HD picture clarity, the X97 OLED TV, U77 Wide Colour Gamut Series and U67 UHD range come with a whole array of other value-added technologies. Bringing TV to life through a combination of features, they offer UHD upscalers, plenty of 4K content through online entertainment services and MEMC functions to keep up with the fastest of on-screen action sequences.

To deliver a more powerful TV experience, Toshiba TVs is also raising the bar when it comes to audio performance. Challenging the limitations of slim TV design, the brand is integrating the latest cutting-edge audio technologies into its bezel-free model and ultra-narrow TV bezels. For its OLED, wide colour gamut and 4k series, it's not only offering speaker boxes to improve the clarity of the on-screen dialogue, but also subwoofers to project the base sound. Adding some much-needed value to the entry levels of the mid-sector, the brand is also offering DTS TruSurround HD as standard for all its ranges.

Pan-European Head of Toshiba TVs and Managing Director of Vestel UK, Matthew Lang, comments, "With this launch, we're not only breathing new life into an iconic TV brand, but also revitalizing the industry by offering an alternative mid-market range.

We're using our engineering capabilities and manufacturing strength to bring more value to the market, integrating premium technologies, such as big screen OLED designs into our line-up, so that we can drive higher margin sales across the accessible mid sector. We're also creating feature-rich but affordable TV series, combining UHD with advances, such as wide colour gamut, to offer a step-up TV viewing experience.

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Toshiba has always offered a win-win proposition, providing retailers with attainable upsell opportunities and consumers with genuine value for money. It's this brand approach that we believe can differentiate us and drive up margins in a market that's currently dominated by replacement TV sales. We can appeal to a whole new generation of price-conscious but ambitious shoppers, offering the Japanese technological design and high Quality Assurance standards, which have made this brand a trusted household name."

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Toshiba/Vestel Partnership

Building on decades of technical know-how, Toshiba remains at the cutting-edge of essential design and must-have innovation.

Tried, tested and affectionately prized by millions of people around the globe, this much-loved brand is still delivering the high quality and user-friendly TVs for which it has become so well-known.

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Strengthened by their pan-European licensing agreement, Vestel and Toshiba have reinforced their manufacturing power and further extended their renowned engineering capabilities - all to bring viewers more value and more of the latest TV technologies.

Collaborating on new designs and innovation, both companies are working together to move the brand forward, combining their expertise and resource to ensure the creation of a dynamic and aspirational TV product range.

Whilst Toshiba's Japanese-led design team is still integral to the design of each TV, the vast manufacturing expertise and production capacity of Vestel is reinvigorating the brand proposition, driving the scale and volume required to deliver the genuine value for which Toshiba has always been known.

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