

This press release is issued on behalf of Vestel - a licensee of Toshiba for TVs in Europe.

Toshiba Launches Supersize TVs with the U68 Series

Toshiba is set to supersize the TV viewing experience with the launch of its U68 4K HDR Series. Offering big screen sizes and an even bigger TV performance, the 43"/49"/50"/55"/65"/75" TVs are designed to enthral, bringing viewers closer to the on-screen action with life-like imagery and audio.

HDR

Promising high quality viewing, all the TVs in the range offer incredible colour, contrast and detail thanks to their HDR technology. Drawing on a vaster scale of brightness, they reflect the finest differences, capturing every nuance, every subtle change in sunlit as well as shadowy scenes.

Dolby Vision™ HDR

The TVs also feature Dolby Vision™ HDR to ensure exceptional scene-by-scene picture accuracy. Transferring cutting-edge motion picture technology from movie theatres to TV, Dolby utilizes metadata to offer exactly the right level of brightness for every TV frame. As Dolby Vision capable models, the TVs promise more access to high quality entertainment in HDR, offering compatibility with a world-leading portfolio of Dolby mastered content, which includes everything from films and Blu-ray titles to TV series and video games.

Wide Colour Gamut

A big screen viewing sensation, the 75" U68 TV brings the on-screen action to life with an even greater range of vibrant colour. Designed with wide colour gamut, it displays up to 1024 shades per colour, featuring hues that are usually lost on TV.

TV Audio

Recognizing the importance of TV sound quality, especially for larger screens, the U68 Series offers more audio-enhancing technologies. All the 49"/50"/55"/65"/75" U68 TVs are designed with XSound Pro, an integrated sound feature package that encompasses many of the latest audio technologies. These sound-enhancing features include DTS TruSurround HD™ for more immersive audio, speaker boxes to clarify the on-screen dialogue and subwoofers to project bass sound.

Sound by Onkyo

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To optimize the audio performance even further, Toshiba has worked on the speaker and subwoofer designs with leading hi-fi and home cinema brand, Onkyo. Capturing a wider spectrum of sound, the integrated Onkyo speakers offer a more uniform audio experience, ensuring that every seat in the room is the “sweet spot”.

Smart Portal Design

Designed with the new Toshiba Smart portal, all the TVs in this range are quick and intuitive to use. Offering a “scroll as you view” display, the menu is in an easy to follow row at the bottom of the TV screen, enabling viewers to watch TV whilst they browse through other entertainment options. The menu bar itself can also be customized with the user’s favourite on demand services.

Offering a wireless connection to a colossal range of online entertainment, the Toshiba Smart portal provides 24/7 access to more 4K content from on demand providers, such as Netflix®. For quick view support, the Toshiba remote control comes with a dedicated Netflix® button to ensure one-click access to this on demand service.

HDR10 and HLG

Making it even easier to access HDR entertainment, all U68 TVs not only support the already widely available format, HDR10, but also the newly developed standard, Hybrid Log Gamma or HLG. Future-proofing all the U68 models, this HLG compatibility means that they will one day enable viewers to watch free HDR over-the-air broadcasts.

Space-saving Stand Design

All big screen U68 TVs are easy to accommodate at home, coming with a space-saving, centralized stand that can be fitted on the tops of a greater variety of furniture. Offering a minimalist cut-out stand design, they are also made to blend in with the overall look of any style of room.

Of the new launch, European Sales and Marketing Director, Bart Kuijten, comments “With the U68 Series, we’re making it easy to bring home a large screen viewing experience. Recognizing that big screens require an even bigger and better visual and audio performance, we have incorporated more technologies into our U68 designs, extending the range of colour and brightness on offer as well as the level of audio-enhancing support.”

-ENDS-

Press Contact: Rita Balestrazzi

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Email: rita.balestrazzi@Toshiba-TV.com **Tel:** +44(0)7803246622

<https://toshiba-tv.com/uk-uk/press-releases>

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.

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.