

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

Toshiba TVs Launches Augmented Reality App.

After the successful introduction of its next generation of TVs, Toshiba is now set to maximize higher margin sales opportunities with the launch of a “try before you buy” Augmented Reality app. Free to download from iOS or Android, the app offers extra pre-sales support, enabling consumers to visualize how the TV could fit and complement their available household space.

To try out this instantaneous virtual experience, consumers only need to follow a few quick steps. Once they have selected a TV from the range of variously sized models on the app, they can download and position the marker wherever they would most like the chosen TV to be mounted or placed. When they look through the lens of their smartphone camera, the TV model will appear in exactly this location.

According to Senior Marketing Specialist, Berkay Sardoğan, the launch of the app could not be more timely.

“With so much emphasis on the design of TVs, consumers are now definitely looking for more help and support when it comes to the TV buying process. Whilst the trend for super-size screens is making it especially important to think about the right fit, the emergence of such a wide variety of stands as well as bezel-free and alternative finishes has inspired consumers to think of every TV model as a potential design statement. Our app enables consumers to buy with confidence, giving them the opportunity to try out larger and bolder TV designs that they might not otherwise consider buying.”

European Sales and Marketing Director, Bart Kuijten adds “Toshiba has always been renowned for offering accessible design-inspired TVs, so for us, it’s a logical next step to introduce a sales tool that can showcase this propensity for style. With our app, consumers can find their perfect TV match, having the potential to see, first-hand, exactly the design contribution that our TV models can make in their homes.

For our retailers, it’s an interactive way to encourage step-up TV purchases, whilst also reducing the risk of any unwanted returns.”

TOSHIBA



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Toshiba TVs Augmented Reality App

<https://play.google.com/store/apps/details?id=com.Toshiba.ToshibaTVAugmentedRealityApp>

<https://itunes.apple.com/us/app/toshiba-tv-augmented-reality/id1274921838>

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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.

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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