

# TOSHIBA

## TV Line up **2017-2018**



Check out the back cover for our revolutionary AR App

# TECHNOLOGY

## ▶ OLED

Intensifying the power and emotion of every on-screen scene, Toshiba OLED TVs are designed to display deep, authentic blacks, switching off each pixel's light to create enthralling colour contrasts. Designed without a backlight, they allow each individual pixel to emit its own colour and light, offering unprecedented picture accuracy.

With no risk of colour contamination or light spillage between pixels, they set the most perfect blacks against the purest shades and hues for incredible dramatic effect.

Promising to deliver a more authentic viewing experience, the TVs also capture every on-screen nuance, dimming or switching off their pixels to ensure shadow detailing in even the darkest imagery.



Bringing the magic of cinema home, they offer edge-to-edge, bezel-free viewing, allowing the vibrant on-screen colour and contrast to be enjoyed from many more angles and seating positions.

# TECHNOLOGY

## UHD

Toshiba is bringing TV to life with a wider range of pin-point sharp UHD resolution models. Realizing the full market potential of UHD technology, we are not only offering step-up UHD TVs, but also a more accessible, value-driven range that comes in a vast array of big screen sizes from 43" to 75". Designed with Ultra 4K panels, all our Toshiba TVs offer four times the resolution of Full HD models, coming with 3840 x 2160 pixels.

Capturing every image detail, they enable viewers to live and breathe the on-screen action, bringing more depth and colour to each scene. With UHD upscale features, our UHD TVs also enable viewers to enhance the picture quality of non-4K content.

Every Toshiba Smart UHD TV comes with plenty of 4K content. Our Smart Portal gives viewers 24/7 access to content from YouTube as well as on demand services, such as Netflix.



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4K ULTRA HD

# TECHNOLOGY

## HDR

Promising to deliver a more deeply immersive viewing experience, Toshiba TVs are bringing HDR to the mainstream market. Powering the imagination, our HDR TV series adds to the depth and realism of every on-screen scene, not only capturing more shades and hues, but also the finest differences in brightness.

To make HDR content easier to access, we have designed TVs that can support the latest HDR formats.

### HDR10

Already a widely-used open format for HDR video viewing, HDR10 ensures heightened contrast ratios as well as the display of up to 1 billion colours thanks to its 10-bit colour depth.

### Hybrid Log Gamma

At the forefront of technology, Toshiba TVs is elevating viewing standards with its HDR technologies. Pushing boundaries, we are designing TVs that support Hybrid Log Gamma or HLG.

### Dolby Vision

Dolby Vision offers a complete HDR solution, ensuring that Dolby Vision HDR compatible TVs can read and calculate exactly the right brightness level for every individual TV frame.



STANDART CONTRAST

HIGH DYNAMIC RANGE

# TECHNOLOGY

## WCG

### Wide Color Gamut

Offering vibrant, life-like on-screen imagery, our Wide Colour Gamut TVs display more colour, reflecting shades and hues that are usually lost – merged together in broad TV colour bands. Capable of replicating 1024 shades per colour, they display previously unseen variants of reds and greens, authenticating every scene with more natural-looking hues. In fact, our Wide Colour Gamut TVs show 99% of the DCI-P3 colour space, ensuring that the on-screen imagery looks exactly as the movie and TV directors intended.



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# TECHNOLOGY

## Toshiba Smart Portal

Toshiba Smart TVs connect viewers to the next generation of home entertainment, offering 24/7 access to the latest 4k content from Netflix and YouTube. Viewers can also explore various other catch-up TV services and social media channels. Making TV viewing a social affair, Twitter and Facebook are easy to access through Toshiba's smart portal.

A gateway to hundreds of entertainment options, Opera TV Store provides a vast library of live and on-demand video content, which ranges from the latest blockbusters and TV series to sports, music, news and e-gaming.

Every Toshiba Smart TV supports built-in WLAN.

**NETFLIX**

**You Tube**

**BBC  
iPlayer**

**FreeviewPlay**



# TECHNOLOGY

## Broadcasting

### HEVC H.265

Stream higher quality content on our TVs whilst still saving precious broadband capacity. High Efficiency Video Coding compresses 1080p Full HD content, reducing the broadband capacity required by up to 50%. Our HEVC compatible TVs also ensure that you have sufficient bandwidth to playback 4K content.

### DVB-T2

The most advanced digital terrestrial broadcast system, the Digital Video Broadcasting-Second Generation Terrestrial or "DVB-T2" enables viewers to enjoy terrestrial broadcasts in high definition as well as standard definition.

### Digital Video Broadcasting (DVB)

DVB enables viewers to enjoy content from digital terrestrial TV, cable TV, satellite TV and digital stereo radio. Eliminating the need for set-top boxes and Pay TV receivers, the CI+ module slot ensures that our TVs can work as more inclusive home entertainment solutions.

### DVB-S2

With Digital Video Broadcasting-Second Generation Satellite, viewers can enjoy satellite broadcasts in high definition as well as standard definition.



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# TECHNOLOGY

## Sound Quality

### TV Audio Features

Recognizing that the most powerful stories need to be conveyed through sound as well as on-screen imagery, Toshiba TVs has developed a TV range that can ensure a more authentic audio performance. Our TVs are ultra-slim yet, thanks to their design, they still accommodate more of the latest audio technologies.

### Built-in Subwoofer

Delivering sound that you can “feel”, our built-in subwoofers reproduce the low-pitched audio frequencies. Designed for many of our value-driven UHD TVs as well as our OLED Series, they enhance the authenticity of every on-screen scene, enabling viewers to “feel”, for example, the low rumble of thunder.

### Front Speaker

Ensuring exceptional sound quality, this front-facing audio feature enhances the clarity of on-screen dialogues, enabling every word to be captured and understood.

### DTS

Whatever size or type of TV model, Toshiba TVs guarantees good sound quality, offering, as standard, DTS TruSurround and DTS HD. Ensuring a more compelling audio performance, DTS TruSurround and DTS HD enable viewers to hear sound emanate from every direction.





# TECHNOLOGY

## Connectivity

### HDMI

Toshiba TVs come with at least 2 HDMI, so that you can connect your external devices, such as Blu-ray players, game consoles or set-top boxes. Also, Toshiba TVs support HDMI-CEC, so that you can control compatible devices with your TV remote control.

### USB

With the USB input, you can playback content from any USB storage device. Toshiba TVs support most of the formats for video, music and pictures. Many Toshiba TVs support a USB PVR function, allowing live TV to be paused and recorded straight onto a USB storage device.

### Screenshare / Wireless Display

With this feature, family and friends can contribute to the TV line-up. Anyone connected to the same home network as the TV can share movies as well as pictures from a compatible laptop or a smart device.



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# OLED

## X9 Series



### **DISPLAY**

Available  
Screen Sizes  
**55" / 65"**  
Resolution:  
**Ultra HD**

### **FEATURES**

HDR10  
Dolby Vision HDR opt.  
Hybrid Log Gamma (HLG) opt.  
Wide Color Gamut (WCG)  
MEMC / Smart TV / Subwoofer

please refer to [www.toshiba-tv.com](http://www.toshiba-tv.com) for more information

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# XUHD

## U7 Series



### DISPLAY

Available  
Screen Sizes  
**49" / 55"**  
Resolution:  
**Ultra HD**

### FEATURES

Wide Color Gamut (WCG)  
HDR10 opt.  
Hybrid Log Gamma (HLG) opt.  
MEMC opt.  
Smart TV  
Front Facing Speaker Box

please refer to [www.toshiba-tv.com](http://www.toshiba-tv.com) for more information

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# UHD

## U6 Series



### **DISPLAY**

Available  
Screen Sizes  
**43" / 49" / 50"**  
**55" / 65" / 75"**

Resolution:  
**Ultra HD**

### **FEATURES**

HDR10 opt.  
Hybrid Log Gamma (HLG) opt.  
MEMC opt.  
Smart TV  
Speaker Box  
USB Recording (PVR) opt.

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# SMART

L3/W3/D3 Series



## DISPLAY

Available  
Screen Sizes  
**24" / 28" / 32" / 39"  
43" / 49" / 55"**  
Resolution:  
**Full HD & HD Ready**

## FEATURES

Smart TV  
Speaker Box opt.  
USB Recording (PVR) opt.  
DVD Player opt.  
Internal WLAN  
Bluetooth

please refer to [www.toshiba-tv.com](http://www.toshiba-tv.com) for more information

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# LED

L1/W1/D1 Series



## DISPLAY

Available  
Screen Sizes  
**24" / 28" / 32"**  
**39" / 43" / 49"**  
Resolution:  
**Full HD & HD Ready**

## FEATURES

USB Recording (PVR) opt.  
DVD Player opt.

# TECHNOLOGY COMPARISON



	L1/W1/D1	L3/W3/D3	U6	U7	X9
Series					
Panel	DLED	DLED	DLED	ELED	OLED
Screen Sizes	24", 28", 32", 39", 43", 49"	24", 28", 32", 39", 43", 49", 55"	43", 49", 50", 55", 65", 75"	49", 55"	55", 65"
Resolution	Full HD (32", 43", 49") HD Ready (24", 28", 32", 39")	Full HD (32", 39", 43", 49", 55") HD Ready (24", 28", 32")	Ultra HD	Ultra HD	Ultra HD
High Dynamic Range - HDR10	No	No	Opt.	Opt.	Yes
Dolby Vision HDR	No	No	No	No	Opt.
Hybrid Log Gamma - HLG	No	No	Opt.	Opt.	Opt.
Wide Color Gamut - WCG	No	No	No	Yes	Yes
MEMC	No	No	Opt.	Opt.	Yes
DTS	DTS TruSurround HD	DTS TruSurround HD	DTS TruSurround HD	DTS TruSurround HD	DTS TruSurround HD
Speaker Box	No	Yes (43", 49", 55")	Yes	Yes	Yes
Subwoofer	No	No	Yes (except 43")	No	Yes
Front Speaker	No	No	No	Yes	No
Smart Portal	No	Toshiba Smart Portal	Toshiba Smart Portal	Toshiba Smart Portal	Toshiba Smart Portal
WLAN	No	Built in WLAN	Built in WLAN	Built in WLAN	Built in WLAN
DVD	Opt (24", 32", 39")	Opt (24", 32")	No	No	No
Picture Quality					
Sound Quality					
Main Features					

# Augmented Reality App

New Generation of "Try Before You Buy"

## STEP 1

Download the App



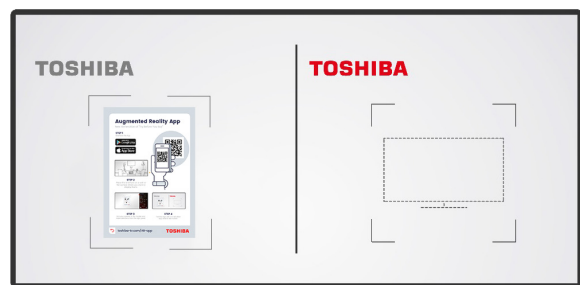
## STEP 2

Place this brochure on a wall or flat surface where you want to display the tv.



## STEP 3

Aim your camera to the marker and make selections from the right panel.



## STEP 4

Toshiba logo will turn red when app detects the marker.



[toshiba-tv.com/AR-app](http://toshiba-tv.com/AR-app)

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