

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

Toshiba Brings 4K HDR Viewing to More Homes with U58 Series

Boosting the TV viewing experience, every Toshiba U58 4K HDR TV is set to offer a dynamic and ultra-accessible home entertainment hub. Designed to deliver outstanding value, the 43", 49", 50", 55" and 65" TVs provide a whole host of trend-setting features, as well as more access to high quality content.

HDR

Offering an affordable introduction to 4k HDR viewing, all the TVs in the range are designed to bring more colour, contrast and detail to the on -screen action. Drawing on a more expansive scale of brightness, the TVs capture every nuance, reflecting the finest differences 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 content 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.

Sound is equally important to the U58 TV performance. All the TVs in the range feature XSound, an integrated sound feature package of several of the latest audio technologies. Accommodating more sound-enhancing features in their slim frames, the TVs not only come with DTS HD™ and DTS TruSurround™ for a more immersive audio performance, but also with speaker boxes to ensure more well-defined audio.

Sound by Onkyo

To maximize the audio performance, Toshiba has collaborated on the design of the speaker box 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".

Toshiba Smart Portal

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TOSHIBA



Designed with the new Toshiba Smart portal, all the U58 TVs ensure a more user-friendly and personalized viewing experience. Offering a “scroll as you view” display, the menu is featured in an easy to follow row at the bottom of the screen, enabling viewers to continue to watch TV whilst they browse through other entertainment options. The menu can also be customized with the user’s favourite on demand services.

For quick view support, the Toshiba remote control comes with a dedicated Netflix® button, offering one-click access to this on demand service.

As well as providing plenty of access to 4K content through the Toshiba Smart portal, the TVs make it easier to find entertainment in HDR. The TVs not only support HDR10, but also the newly developed standard, Hybrid Log Gamma or HLG. Future-proofing the U58 models, this HLG compatibility means that they will one day enable viewers to watch free HDR over-the-air broadcasts.

The Screenshare feature ensures that everyone in the room can contribute to the TV line-up. Provided that they are connected to the home network, viewers are free to share content from their Android devices straight onto the TV screen.

Of the launch, European Sales and Marketing Director, Bart Kuijten, comments, “Bang on trend, the U58 Series offers viewers a win-win viewing experience, providing incredible value as well as a step-up TV performance. Promising more, it encompasses a wish list of TV features, unlocking access to a wider variety of content in high quality 4K and HDR.”

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Press Contact: Rita Balestrazzi

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.