

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

## **Toshiba Brings Life-like Colour and Sound to TV with U78 Series**

Set to capture all the colour and vibrancy of the real world, the new Toshiba U78 Wide Colour Gamut HDR TV Series brings viewers tantalizingly close to the action, heightening the power and emotion of every scene with a cutting-edge visual and audio performance.

## **HDR for Exceptional On-screen Contrasts and Image Detail**

Bridging the gap between imagination and reality, both the 49" and 55" U78 HDR TVs draw on a more expansive scale of brightness, displaying incredible on-screen contrasts to set the scene and mood. Capturing unprecedented image detail, they reflect the finest differences in both sunlit and shadowy scenes.

## **Dolby Vision™ HDR for Scene-by-scene Picture Accuracy**

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, both 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.

## **TV Audio**

Pushing the boundaries of TV audio design, Toshiba has developed premium sound quality for the U78 Series. Designed with XSound Plus, both TVs offer 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 viewer-facing, front-firing speakers to project sound more clearly and directly.

## **Sound by Onkyo**

To optimize the audio performance even further, Toshiba has collaborated on the design of the speakers 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".

## **Wide Colour Gamut for More Life-like Colour**

Capable of displaying 1024 shades per colour, both wide colour gamut TVs reflect hues that are usually

"Toshiba" is a registered trademark of Toshiba Corporation and its used by Vestel or its subsidiary for products described here in under license from Toshiba Visual Solutions Corporation.

merged together and lost on TV. Showing 99% of the DCI-P3 colour space, they powerfully convey even the most subtle colour symbolism, portraying scenes exactly as TV and movie directors intended.

### **Ultra HD 4K for Pinpoint Sharp Picture Clarity**

With up to four times the picture detail of HD models, they offer incredible life-like picture clarity thanks to their UHD panel designs. Even non-4K content can be displayed in enhanced picture quality with the TVs' upscaler feature.

### **Toshiba Smart Portal**

Designed with the new Toshiba Smart portal, all the TVs in this range ensure a more user-friendly and personalized viewing experience. 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 whole 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**

Providing even more ways to access the latest content in HDR, the U78 TVs not only support the already widely used standard HDR10 format, but also the newly developed standard, Hybrid Log Gamma or HLG. This HLG compatibility means that both TVs will eventually enable viewers to watch HDR content over the air.

Of the new launch, European Sales and Marketing Director for Toshiba TVs, Bart Kuijten, comments "Inspired by the psychology of colour and sound, this series offers a more immersive TV experience, enabling viewers to tap into every layer of on-screen meaning and emotion. Bringing a perceptibly better visual and audio

"Toshiba" is a registered trademark of Toshiba Corporation and its used by Vestel or its subsidiary for products described here in under license from Toshiba Visual Solutions Corporation.

performance to mainstream TV, we have not only vastly extended our ranges of colour and brightness, but also gone the extra mile by incorporating leading-edge partner technologies into our TV designs.”

**-ENDS-**

**Press Contact:** Rita Balestrazzi

**Email:** [rita.balestrazzi@Toshiba-TV.com](mailto: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.