

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

Toshiba Introduces “Easy, Lean-Back” Viewing Experience with New LED TV Range

Toshiba is set to introduce a more personalized “lean-back” viewing experience with its new L18, W18 and D18 Full HD and HD Ready TVs. Encompassing a wider array of screen sizes, this lounge style inspired series promises to provide more custom-fit viewing. Offering a new, informal take on minimalist design, the TVs are not only made to blend seamlessly into any room, but also to establish a more comfortable ambience for TV viewing.

Larger Screen Sizes

Promising to bring big screen viewing to the Full HD TV experience, Toshiba offers larger 40”/43”/48”/49” models in addition to a more traditionally sized 24” model. The HD Ready line-up also provides a wider variety of screen sizes, not only featuring 24” and 32” TVs, but also an alternatively sized 28” model to fit more household spaces.

DVD TV

Offering the possibility of more movies on tap, some of the 24” and 32” TVs come with an integrated DVD player. With a “slot in and play” design, they are quick and intuitive to use, allowing films that have been produced from almost anywhere in the world to be watched and enjoyed.

Easy, Lean-back Viewing

Promising a “lean-back” viewing experience, the new TVs in this series feature the Toshiba lounge style design, a new, more informal take on minimalist elegance. With a fractionally tilted frame, low set screen and flat stand base, the TVs are designed to establish a more inviting ambience, enabling viewers to enjoy optimal viewing as they sit or lie back.

Personalized Viewing

Offering a more personalized and intuitive viewing experience, the TVs also come with a next-generation “scroll as you view” display. Featuring the TV options in an easy to follow row at the bottom of the screen, the menu enables viewers to watch TV as they browse through other entertainment options. The menu bar can also be customized with the user's favourite channels.

More Entertainment

Maximizing the range of entertainment on offer, the TVs also ensure that viewers can share their own photos and home movies on the TV screen using USB storage devices.

TV Audio

Sound is equally important to the L18/W18/D18 TV experience. Offering more immersive audio, all the TVs come with DTS TruSurround™ as standard.

Space-saving Stand Design

With a space-saving, centralized stand design, the TVs are also made to fit the tops of a wider variety of furniture, including sideboards and desks, where they may be used as computer monitors or gaming screens.

Of the launch, European Sales and Marketing Director, Bart Kuijten comments, “With this line-up, we’re maximizing the relevance of TV, offering a fresh TV design as well as compatibility with a wider range of HD entertainment devices. Designed as all-round viewing companions, the TVs are the right fit for every room and every home entertainment experience. Whether it’s to watch movies in the bedroom, play videogames in the games room, or catch up on emails in the home office, when any of the displays are switched on, viewers can switch off from the world outside. Thanks to the TVs’ design, it’s easier to lean back and enjoy some comfortable screen viewing time at home.”

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TOSHIBA



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.