

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

Toshiba Launches Next-Generation Smart TV Series

Promising a fast track connection to the next generation of online entertainment, Toshiba is set to offer a dynamic and personalized viewing experience with its latest range of Smart TVs.

Toshiba Smart Portal Design

Designed with the new Toshiba Smart portal, all the 24", 32", 39", 40", 43", 48", 49" TVs in this range are quick and intuitive to use. Offering a "scroll as you view" display, the on demand 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 world of online entertainment, the Toshiba Smart portal provides 24/7 access to more 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.

With the Toshiba Screenshare feature, 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.

DVD TVs

Whilst all the TVs can be connected to other HD devices, including Blu-ray players and games consoles, some models also offer integrated DVD players. Allowing DVDs that have been produced from almost anywhere in the world to be watched and enjoyed, all the 24" and 32" DVD TVs ensure "slot in and play" functionality.

Design

As lifestyle technology, the TVs in this range are designed to blend seamlessly with every size and style of room. With a compact, centralized stand design, they are easy to fit on the tops of a wider variety of furniture units and desks, where they may also be used as computer monitors and gaming screens. Minimalist in style, the TVs offer a contemporary look, coming with cut-out stands as well as a sleek black finish, or in the case of some 24"/28"/32" models, a fresh white finish to make an alternative trend-setting design statement.

Of the launch, European Sales and Marketing Director, Bart Kuijten, comments, “We’re maximizing the benefits of Smart TV, offering a future-facing viewing experience that empowers viewers, giving them even greater custom control over the TV menu. Enhancing the online experience, we’re taking instant, quick view support to the next level, offering more direct links as well as one-click access to on demand services.”

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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.

TOSHIBA



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