

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

Toshiba Promises Aspirational TV Viewing Experience with T68 Series

Set to bring the latest visual and audio technologies to mainstream TV, Toshiba is offering an aspirational viewing experience with the launch of its accessible and trend-setting T68 Series. Designed to power the imagination with 4k HDR, the 43"/49"/55" T68 TVs plunge viewers deeper into the on-screen action, promising to deliver an enhanced and more profoundly immersive audio performance.

Bringing the on-screen action to life with greater image detail as well as incredible colour vibrancy and contrast, all the TVs in the range come with HDR technology. Capturing every nuance, every subtle change, they reflect the finest differences in sunlit and shadowy scenes.

Dolby Vision™ HDR

Featuring Dolby Vision™ HDR, the T68 TVs also offer exceptional scene-by-scene picture accuracy. Transferring cutting-edge motion picture technology from movie theatres to TV, Dolby utilizes metadata to ensure exactly the right level of brightness for every TV frame. As Dolby Vision capable models, the T68 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.

Pushing the boundaries of TV audio design, Toshiba has developed premium sound quality for all T68 TVs. Designed with integrated XSound Plus sound feature packages, they accommodate more audio-enhancing technologies within their slim frames. As well as offering DTS HD™ and DTS TruSurround™ to ensure a more immersive audio experience, they come 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".

Toshiba Smart Portal

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Designed with the new Toshiba Smart portal, all the T68 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.

Offering a wireless connection to the next generation of online entertainment, they promise easy access to more high quality 4K content with on demand services, such as Netflix®. For quick view support, the Toshiba remote control comes with a dedicated Netflix® button, offering one-click access to this on demand service.

HDR10 and HLG

Promising even greater access to high quality entertainment in HDR, the TVs not only support the widely used HDR10 standard, but also the newly developed format, Hybrid Log Gamma or HLG. Future-proofing the TVs, this HLG compatibility means that they will one day enable viewers to watch free HDR over-the-air broadcasts.

Of the launch, European Sales and Marketing Director, Bart Kuijten comments, “Meticulously designed, the T68 Series promises exceptional value, introducing more viewers to a higher standard of TV performance. With the integration of several audio as well as image-enhancing features, this range raises the bar for mainstream TV, offering an aspirational yet attainable viewing experience.”

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Press Contact: Rita Balestrazzi

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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.