

TOSHIBA



Toshiba Brings More Passion, Power and Colour to TV with the U77 Wide Colour Gamut Series

Heightening the power and intensity of every on-screen scene, Toshiba is set to elevate TV viewing standards with the launch of its definitive U77 Series. Taking viewers on a journey through the full gamut of human emotion, both the U77 55" and 49" TVs are designed to excite and enthrall, offering an unprecedented range of colour as well as cutting-edge motion and audio technologies.

Both wide colour gamut models display nearly four times the colour of HD TVs, faithfully replicating 1024 shades per colour. Featuring delicate hues that were previously lost in broad colour bands, they bring TV to life, differentiating background detail and intensifying the on-screen drama through spectacular colour contrasts. Ensuring that every scene appears exactly as the movie and TV directors intended, both models display 99% of the DCI-P3 colour space.

Unlocking the power of the imagination, the TVs also offer pinpoint sharp Ultra HD 4K resolution, creating authentic, life-like on-screen imagery. The TVs' upscaler ensures that even non-4k content can offer sharper and more realistic picture clarity.

Capable of displaying life in full motion, both U77 models are designed to keep up with the fastest of action sequences, enabling viewers to follow in the footsteps of every on-screen hero thanks to the TVs' MEMC (Motion Estimation/Motion Compensation) feature.

Connecting viewers to the wider world of home entertainment, the U77 Series ensures much greater TV variety, providing 24/7 access to on demand as well as catch-up TV services. Through Toshiba's smart portal, viewers can tune into the latest 4k content with Netflix® * and YouTube™ * or stream a variety of music tracks.

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Designed to offer a viewing experience that can be savoured and shared, the U77 Series enables viewers to contribute to the TV line-up. With the ScreenShare feature, viewers can display content from their Android devices straight onto the big screen.

For even greater viewing variety, both TVs can be connected to multiple UHD and HD devices thanks to their four HDMI™ * inputs.

Promising to deliver a more deeply immersive TV experience, the U77 Series ensures that the power and emotion of every on-screen scene can be felt through an authentic audio performance. Pushing the boundaries of slim LED TV design, they accommodate a whole host of cutting-edge audio technologies within their ultra-narrow bezel frames. As well as offering front speakers for greater clarity and subwoofers to project the base sound, both TVs come with DTS TruSurround HD™ * to ensure that the audio can be heard from every direction.

Both TVs are built to harmonize with the interior of every household. Sleek and contemporary, they can be hung on the wall, offering ultra-slim bezel designs. Equally suitable for display on TV furniture, the big screen models are also easy to accommodate, coming with space-saving, brushed aluminium stands.

-ENDS-

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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.

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