

# TOSHIBA



## **Toshiba to Deliver a More Deeply Immersive TV Experience with the X97 OLED Series**

Promising to bring viewers to the edge of their seats with a sensational visual and audio performance, the X97 65" OLED TV intensifies the power of every on-screen adventure. Conveying the thrill and raw emotion of each scene, it's designed to display deep, authentic blacks, switching off each pixel's light to create dramatic colour contrasts as well as shadow detailing in even the darkest imagery.

Adding to the depth and realism of the on-screen action, the X97 displays nearly four times more colour than HD TVs, reflecting shades and hues that are usually lost – merged together in broad TV colour bands. Capable of replicating 1024 shades per colour, it displays previously unseen variants of reds and greens, authenticating every scene with more natural-looking hues. In fact, this model shows 99% of the DCI-P3 colour space, ensuring that the on-screen imagery looks exactly as the movie and TV directors intended. With its capacity to regulate each individual pixel, the X97 further enhances the picture quality, offering brilliant, eye-catching colour purity.

Designed to bring the magic of cinema home, this big screen, bezel-free TV not only offers edge-to-edge viewing, but also an immersive TV experience that can be savoured and shared. Ensuring picture perfection from every seat in the house, the TV's OLED pixels emit light directly, allowing the vibrant colour and contrast to be enjoyed from more viewing positions.

With pinpoint sharp Ultra HD 4K resolution, the X97 is also made to bring the on-screen action to life, offering four times the picture clarity of Full HD TVs.

Displaying life in full motion, the X97 keeps up with even the fastest of on-screen scenes, enabling viewers to follow in the footsteps of every hero thanks to the TV's MEMC (motion estimation/motion compensation) feature. Allowing for faster and smoother transitions between each frame, the TV ensures that every kick, every on-screen dodge is captured without any motion blur.

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An enthralling home entertainment hub, the X97 is the TV for adventurers and gaming champions, offering winning response times of less than 1ms when in game mode. Shaving precious milliseconds off their reaction times, the TV gives experienced as well as novice gamers a genuine competitive advantage.

The X97 also connects viewers to the wider world of home entertainment. Built with an interactive, smart portal, it provides 24/7 access to on demand and catch-up TV services, enabling viewers to tune into 4K content from Netflix®\* and YouTube™\* and to stream a whole range of international music.

Bringing families and friends together, the TV offers a ScreenShare feature, which enables viewers to contribute to the TV line-up. With this function, viewers can share content from their Android devices straight onto the big screen.

To deliver a more deeply immersive TV experience, the X97 ensures that the power and emotion of every on-screen scene can be felt through an authentic audio performance. Ultra-contemporary, the TV is built to accommodate a whole array of cutting-edge audio technologies within its edge-thin frame design. As well as offering a speaker box for greater clarity, it comes with a subwoofer to project base sound and DTS TruSurround HD™\* to ensure that the audio can be heard from every direction.

With four HDMI™\* ports, this TV provides even greater entertainment variety, allowing for the simultaneous connection of HD and UHD devices, such as UHD players and games consoles.

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Bearing all the hallmarks of the Toshiba brand identity, the X97 is a feat of minimalist design. Sleek and lightweight like the canvas of a painting, it's ideal for wall mounting, offering an urban chic finish that can harmonize with the interior of every household setting. Equally suitable for display on TV furniture, this big screen model is also easy to accommodate, offering a space-saving, brushed aluminium stand design.

**-ENDS-**

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**Press Contact:** Rita Balestrazzi

**Email:** [rita.balestrazzi@Toshiba-TV.com](mailto:rita.balestrazzi@Toshiba-TV.com)    **Tel:** +44(0)7803246622

[www.Toshiba-TV.com/uk-en/media](http://www.Toshiba-TV.com/uk-en/media)

### **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.

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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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