

**Access, bookmark, share – Toshiba unveils Toshiba Places**



**Rome, Italy, 6<sup>th</sup> April 2011** – Toshiba UK today announces the launch of Toshiba Places – a new, cloud-based portal that enables users to seamlessly access and share content across multiple devices, including TVs, multimedia tablets, PCs and laptops.

Accessible via a web browser on PCs and via a dedicated user interface on REGZA TVs, Toshiba Places enables users to enjoy a range of content and services via a series of different areas, including Video Place, Music Place, News Place, Game Place, App Place and Services Place. The portal offers a clean, easy-to-navigate interface that makes it easy to access content on range of different platforms, while a built-in Social Place also allows users to share photos and videos with other users and between different devices. Toshiba Places will be available on a range of models in Toshiba UK's 2011 REGZA range, including the REGZA UL, SL, VL, WL and YL series.

**The Toshiba Places portfolio**

As Toshiba Places can be accessed via a standard web browser, it's not just limited to Toshiba devices – allowing users of virtually any laptop to enjoy the benefits of the portal. The platform launches with a comprehensive range of content partners, with the following Places available at launch:

- **Video Place (TV and PC):** Access to video-on-demand services on subscription as well as Pay-Per-View. UK partners include Box Office 365 and Turner Broadcasting Group properties such as Cartoon Network™

- **Music Place (TV and PC):** Users can download and stream music. Powered by 7digital on the PC, Music Place also offers the ComFM Internet radio and podcast portal on the TV
- **Social Place (TV and PC):** Users can upload videos and photos and easily share them with family and friends. Powered by Flickr® and Dailymotion
- **News Place (TV):** Access to news, sport and other information services
- **TV Place (TV):** Access to TV guides and catch-up TV services including BBC iPlayer
- **Game Place (PC):** Games for online play or download, powered by Wildtangent
- **App Place (PC):** Purchase and download software in Toshiba's online store
- **Services Place (PC):** Purchase extended and enhanced warranties, data recovery services and more in Toshiba's online store

### **Ultimate convenience, complete personalisation**

All that is needed to access Toshiba Places is a single Toshiba ID. Once created, users can enjoy direct access to content and services from Toshiba Places partners, all of which can be accessed from a range of different devices. Using their unique ID, users are able to create personal profiles that can be accessed across devices and updated in real time, enabling users to access their favourite content across different platforms.

Users can begin a film or video on a laptop, pause it, and then continue watching on a Toshiba TV from the exact point they left off. The integrated networking platform also allows users to virtually bookmark their favourite content and share this with friends, with notifications appearing to each user the next time they log into their personal profile. Whether it's a favoured image, a particular music track, or a specific point in a motion picture, Toshiba Places makes it easier than ever to share content with friends and family.

### **Platform evolution**

During 2011, Toshiba will expand and develop the Toshiba Places platform, enabling users to access it from a range of different devices. A range of additional Places are also planned for release throughout the year, with compatibility with popular social networks and cloud storage applications due to be added in the coming months. On the TV, Toshiba Places is planned to evolve into a central hub that will merge broadcast, broadband and local networks to deliver a unified, content-centric experience to its users.

**-ENDS-**

**Media Contacts**

For more information on specifications or press images, please contact the Toshiba team at Fever on 020 7792 7488 or [toshiba@feverpr.com](mailto:toshiba@feverpr.com).

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Visit Toshiba's website for the latest product details, specifications and more: [www.toshiba.co.uk](http://www.toshiba.co.uk)

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**About Toshiba**

Toshiba is a world leader and innovator in pioneering high technology, a diversified manufacturer and marketer of advanced electronic and electrical products spanning digital consumer products; electronic devices and components; power systems, including nuclear energy; industrial and social infrastructure systems; and home appliances.

Toshiba was founded in 1875, and today operates a global network of more than 730 companies, with 204,000 employees worldwide and annual sales surpassing 6.2 trillion yen (US\$75 billion).

Visit Toshiba's web site at [www.toshiba.co.jp/index.htm](http://www.toshiba.co.jp/index.htm).