

Content, quality and design –Toshiba launches new REGZA SL and UL LED TVs



- **Toshiba Places gives instant access to a wide range of content**
- **Enhanced picture technologies provide optimal performance**
- **Personal TV delivers exceptional tailored viewing experience**

Rome, Italy, 6th April 2011 – Toshiba UK today announces the launch of two innovative ranges of slim and stylish LED televisions for 2011 – the REGZA SL series and REGZA UL series. Available in screen sizes ranging from 82cm (32”) to 117cm (46”) the new collection will feature a sculptured and slender design, and will be complimented by an array of stand-out features to give incredible image quality and a wealth of content access opportunities.

Toshiba Places – a whole new way to access, enjoy and share content

Toshiba’s REGZA SL and UL series will be the first to feature Toshiba Places – a completely new platform for enjoying and sharing web-based content and services directly from REGZA TVs. Toshiba Places provides instant access to social networks, video portals, news services and on-demand TV services, allowing users to create a customised entertainment experience and share their favourite content with friends. Dailymotion, BBC iPlayer, Box Office 365, Flickr®, famous properties from the Turner Broadcasting Group such as Cartoon Network™ and a range of additional content providers are all available at launch, and a range of news and sport services will enable users to keep up with up-to-the-minute developments from around the world.

Incredible overall performance

The REGZA SL and UL series offer an impressive range of features to ensure excellent picture quality at Full HD 1080p. Toshiba's acclaimed picture processing technology, Active Vision, improves the four key areas of the picture: detail, colour, contrast and motion. Fast 100Hz refresh rates deliver superior motion handling – perfect for watching fast-paced sports, or action sequences in movies.

Toshiba's new and improved Resolution+ technology is four times more powerful than previous versions, achieving incredible quality edge detail and image texture, upscaling and enhancing all low quality content to near high definition resolution. To further ensure images look great from day to night, AutoView adjusts the picture settings based on room lighting conditions and a real-time analysis of on-screen content, so users can sit back and relax in the knowledge that they are receiving the best possible viewing experience at all times.

The REGZA UL series also comes equipped with Toshiba's new Auto Calibration feature, which automatically adjusts both picture quality and the TV's gamma curve to display images just as the director intended. A USB-connected measuring sensorⁱ transmits data to the internal image processor, where a range of test images are created and analysed to enhance picture quality and then adjust colour characteristics to match studio quality

In addition to Toshiba Places access, users will also be able to enjoy a growing selection of high-definition programming with no set-top box required, thanks to the inclusion of a built-in Freeview HD tunerⁱⁱ.

More content, more connectivity, more individuality

For a completely tailored viewing experience, both REGZA SL and REGZA UL series feature Toshiba's new Personal TV functions. Personal TV allow users to ensure their televisions are set up and controlled to their own individual preferences – a function which memorises a range of settings including personalised volume levels, picture settings and favourite channel lists, each configured for the individual. Users can then instantly switch to their own stored Personal TV settings at the touch of a button, without having to manually adjust each time. The REGZA UL series offers the additional benefit of an integrated camera with face recognition technology, that detects up to four individuals watching the TV and automatically changes to the personal settings and switches the TV to standby mode if it detects no-one is watching.

Both models also offer a range of rich connectivity options, giving users complete flexibility. Standard WiFi support is built-in to the REGZA UL series and is available through a dongle with the SL model, while DLNA support on both models allows users to stream content stored on their home network wirelessly between compatible devices and their TV.

Multiple USB and HDMI inputs are supported, allowing users to playback images, video and music, from a variety of devices, while the REGZA UL series also features USB Recording, letting users record and playback content to and from their TV via an external USB HDD. Users can even connect multiple Toshiba devices, such as Blu-ray and DVD Players, to the TV and operate each device from a single remote control using REGZA Link®.

REGZA UL and REGZA SL – key features:

REGZA UL

- Edge LED
- Active Vision M100 HD Pro (100Hz)
- Full 1080p HD
- Toshiba Places
- YouTube™
- Freeview HD
- Resolution+
- AutoView
- Dolby Volume
- Sound Navi
- Audyssey EQ
- 4x HDMI
- 2 x USB (HD Codec Support)
- WiFi Ready / WPS (Built in)
- REGZA Link®
- DLNA certified
- Windows 7 compatibility
- Personal TV with face detection camera
- USB Video REcording
- Auto Calibration

REGZA SL

- Edge LED
- Active Vision M100 HD Pro (100Hz)
- Full 1080p HD
- Toshiba Places
- YouTube™
- Freeview HD
- Resolution+
- AutoView
- Dolby Volume
- Sound Navi
- Audyssey EQ
- 4x HDMI
- 2x USB (HD Codec Support)
- WiFi Ready / WPS (via dongle)
- REGZA Link®
- DLNA certified
- Windows 7 compatibility
- Personal TV

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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.

Connect Online

Visit Toshiba's website for the latest product details, specifications and more: www.toshiba.co.uk

Alternatively, connect with Toshiba on our social media channels:

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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.

ⁱ Available separately

ⁱⁱ The Freeview™ HD service is subject to coverage, check coverage in your area at www.freeview.co.uk/HD. An aerial upgrade may be required. "The FREEVIEW, FREEVIEW+, FREEVIEW HD and FREEVIEW+ HD words and logos are trademarks of DTV Services LTD. DTV Services Ltd 2010.