

**3D for all the family –  
Toshiba launches REGZA VL 3D LED TV Series**



- **Toshiba launches new LED TVs delivering excellent 3D experience for all to enjoy**
- **New Toshiba Places platform provides interactive personal content on demand**
- **Leading audio visual and Smart TV technologies provides exceptional all round performance**

**Rome, Italy, 6<sup>th</sup> April 2011** – Toshiba UK today announces the launch of the new REGZA VL Series – the company's latest selection of LED TVs to feature 3D technology. Combining a range of premium features with an ultra-slim, stylish design, the new models are ideal for group 3D viewing, and anyone looking to take their first step into the world of 3D. Delivering an outstanding 3D entertainment experience, the REGZA VL series is also one of the first REGZA series to feature Toshiba Places – a custom-developed interactive portal that offers easy access to cloud-based content and internet services on demand.

Available in a choice of 106cm (42") and 109cm (47") screen sizes, each model features an extensive set of features designed to offer exceptional performance and flexibility. Full high definition 1080p resolution, LED backlighting and Toshiba's proprietary Active Vision picture processing technology ensure consistently high picture quality, and an integrated Freeview HD tuner<sup>1</sup> offers a choice of high quality HD channels straight out of the box. An all new user interface includes graphical menus and a revised electronic programme guide, making TV operation quick and easy, while DLNA and wireless connectivity offers access to the internet and other digital devices over wireless networks.

**Stunning detail, striking colours, spectacular 3D**

The REGZA VL Series delivers sharp, vivid, lifelike 3D pictures with incredible depth and accuracy, with four pairs of polarised RealD 3D glasses included to provide an excellent value 3D experience for the entire family. A Full HD 1080p panel is backed by Toshiba's Active Vision M400HD picture processing technology, that improves the four key components of images displayed on-screen – enhancing detail, colour, contrast and motion, while a rapid 200Hz refresh rate ensures fast-paced scenes, sports and action movies are smoothly reproduced at all times.

Equipped with a range of Toshiba's innovative picture enhancing technologies, the REGZA VL series brings all types of content to life. Toshiba's continuously-evolving Resolution+ technology is now four times more powerful than previous generations, upscaling four corresponding images of lower resolution content, increasing edge-detail and image texture to ensure that standard definition content is optimally displayed. AutoView image optimisation technology also optimises image quality in all conditions, using an integrated ambient light sensor to continually evaluate room lighting and adjusting the picture accordingly.

Image quality optimisation is further supported by Toshiba's new Auto Calibration feature, which automatically adjusts colour characteristics to match studio quality, providing optimum image quality and allowing users to view movies as the director intended. A USB-connected measuring sensor<sup>2</sup> transmits data to the TV, where a range of test images are created and analysed to enhance picture quality. As well as adjusting colour, Auto Calibration also adjusts the TV's gamma curve for professional picture quality.

### **On-demand, personal TV – Toshiba Places**

A completely new platform for enjoying and sharing content, Toshiba Places offers easy access to web-based content and services directly from each REGZA VL model. With access to social networks, video portals, news services and on-demand TV services, users can create a customised, personal entertainment experience and share their favourites with friends. Flickr®, BBC iPlayer, Dailymotion, Box Office 365, 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.

Completely cloud-based and personal to each user, Toshiba Places enables users to create bespoke personal profiles that can be accessed across multiple Toshiba devices, providing the ability to begin a film on your laptop, pause it, and then continue watching on a REGZA TV from the exact point you left off. Virtual bookmarking keeps track of your favourite content, and a fully integrated networking platform also allows users to share their favourite content with friends, family and other users without leaving the sofa. Toshiba Places users can even share content recommendations, with notifications appearing to each user the next time they log into their personal profile.

### **Cinematic sound**

Impressive audio features complement the REGZA VL series' stunning 3D visuals. Integrated stereo speakers combine with an integrated subwoofer to deliver punchy bass to audio and movie soundtracks, and Dolby Volume ensures volume consistency across audio sources. An Audyssey EQ™ equalising system also automatically corrects unbalanced sound, while Toshiba's SoundNavi technology optimises the direction of the audio output to provide excellent performance if the TV is wall mounted.

### **More connected, more personal**

The REGZA VL series comes equipped with Toshiba's new Personal TV feature that allows users to ensure their televisions are set up and controlled to their own individual preferences. The function memorises a range of settings including personalised volume levels, picture settings and favourite channel lists/personalised EPG 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.

### Toshiba REGZA VL Series

- Available in 106cm (42") and 119cm (47") screen sizes
- Full HD 16:9 LCD panel with EDGE LED backlight, 1920 x 1080 pixels
- 3D with four pairs of 3D RealD glasses included
- Toshiba Places
- YouTube™
- Freeview HD
- Active Vision M400HD processing engine
- Resolution+
- AutoView ambient light sensor
- Personal TV
- Auto Calibration
- Built in subwoofer
- SoundNavi, Audyssey EQ™, Dolby® Volume
- Wireless LAN via dongle
- DLNA
- 4x HDMI, 2x USB
- REGZA-Link (HDMI CEC), Instaport

**-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).

### Connect Online

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

Alternatively, connect with Toshiba on our social media channels:

[www.facebook.com/toshibauk](http://www.facebook.com/toshibauk); [www.twitter.com/toshibauk](http://www.twitter.com/toshibauk); [www.youtube.com/uktoshiba](http://www.youtube.com/uktoshiba)

### 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).

---

<sup>1</sup> The Freeview™ HD service is subject to coverage, check coverage in your area at [www.freeview.co.uk/HD](http://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.

<sup>2</sup> Available separately