

**Stunning design, CEVO-powered performance – Toshiba launches premium
REGZA WL and REGZA YL 3D PRO-LED TV series**



- **Toshiba unveils first REGZA TVs to feature CEVO Engine processing platform**
- **CEVO Engine processing combines with new PRO-LED panel technology for stunning image quality including powerful 2D-3D conversion**
 - **Award winning JACOB JENSEN DESIGN collaboration continues**
- **Toshiba Places provides instant access to personal, cloud-based content**

Rome, Italy, 6th April 2011 – Toshiba UK today announces the launch of the new 2011 REGZA WL and REGZA YL series – a premium collection of Full HD 3DTVs, and the first UK models to feature Toshiba's CEVO Engine. Designed in collaboration with JACOB JENSEN DESIGN to offer an outstanding combination of performance and leading style, both new series offer a compelling blend of powerful hardware and software capabilities along with envy-inducing designs. The new models are also among the first to feature Toshiba Places – a new, custom-developed interactive online entertainment portal that offers easy, on-demand access to cloud-based content and services.

The most advanced TV models Toshiba has ever brought to the UK, the REGZA WL and REGZA YL series will be available in 106.6cm (42"), 116.8cm (46"), 139.7cm (55"). The inclusion of the powerful CEVO Engine platform, developed using Toshiba's semiconductor, software experience and expertise, powers a wide range of innovative picture enhancement technologies to provide a new level in home entertainment quality. A continuation of Toshiba's award-winning collaboration with JACOB JENSEN DESIGN also ensures that all models look every bit as good as they perform, offering a modern, timeless design that stands out in any room.

2D in a 3D world, powered by CEVO Engine

Launching in the UK for the first time, the CEVO Engine is an ultra-powerful, multi-core processing platform designed to deliver new levels of image quality. As well as being able to display Full HD 3D images, the CEVO Engine also powers a processor dedicated to 2D-to-3D image conversion. Utilising the full power of the CEVO Engine processor, 2D content can be upscaled to high quality 3D in real time, giving users the ability to view their favourite 2D films in immersive 3D.

Exceptional picture quality, whatever the content

The CEVO Engine also powers new 3D Resolution+ and NetResolution+ technologies, which upscale and enhance the quality of lower resolution 3D and online content to near Full HD quality, ensuring that whatever is on display can be enjoyed in exceptional quality. The CEVO Engine powered Intelligent 3D+ feature also improves 3D viewing quality, countering potential colour dimming from active shutter 3D technology. The CEVO Engine conducts image analysis and adjusts picture levels to deliver optimal 3D brightness, colour and contrast resulting in 3D images closer to 2D brightness than ever before.

The REGZA YL and REGZA WL series each feature Toshiba's new PRO-LED panel which utilises a Full HD 1080p, hybrid back and edge-lit LED panel with local dimming zones. Through improved luminance and by controlling each dimming zone individually, PRO-LED technology achieves improved image quality, consistent brightness, and enhanced vivid, deep colours. Black level performance is also significantly improved, with a high dynamic contrast ratio of 7,000,000:1 ensuring that everything from bright whites to deep blacks are accurately reproduced on screen, creating a superior overall viewing experience. CEVO and PRO-LED technology also combine to deliver a rapid image refresh rate, ensuring that fast moving images are accurately and smoothly reproduced in lifelike clarity.

Outstanding images are also delivered with the help of Toshiba's new Auto Calibration feature. Auto Calibration automatically adjusts colour characteristics to match studio quality, providing first-rate image quality and allowing users to view movies as the director intended. A USB-connected measuring sensor¹ transmits data to the image processing engine, 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.

Access and share content on-demand – Toshiba Places

Both the REGZA WL and REGZA YL series launch with Toshiba Places – a completely new platform for enjoying and sharing web-based content and services directly from REGZA TVs. 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 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.

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. Users can begin a film or video on a laptop, pause it, and then continue watching on a REGZA TV from the exact point they left off. Virtual bookmarking keeps track of users' 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.

For an even greater selection of content, each model also features an integrated Freeview HD tuner², providing an instant choice of high quality HD channels straight out of the box.

A new design, inside and out

Continuing the same design principle of the acclaimed iF Product Design award-winning REGZA WL768, both new REGZA Series have been designed in collaboration in JACOB JENSEN DESIGN. Based on the foundations of elegance and modernism, all models feature

a super slim profile and stylish matte finishes. A brushed silver chassis adorns the REGZA YL series and an eye-catching black sandblast design is featured across the REGZA WL range.

When both models are on, an all-new user interface includes graphical menus and a revised EPG, making TV operation quick, easy, and more pleasant. A new REGZA TV remote control has been engineered to feature a stylish brushed metal casing, which conceals controls when they're not in use.

A more personal TV experience

In addition to Toshiba Places, Personal TV is another completely new feature designed to help create profiles personal to each user's viewing habits. Using an integrated webcam and face recognition technology, Personal TV allows up to four users to create their own profile containing personal preferences, remembering their favourite viewing options, sound levels and picture settings, as well as the personalised channel list. The integrated webcam then uses face recognition technology to identify each user at start-up, and automatically applies that user's preferred settings. It also switches the TV to standby mode if it detects that nobody is watching the TV for a prolonged period of time.

Clever recording

A new USB recording feature utilises the USB inputs to enable users to record TV to, or watch recorded content directly from a USB HDD, providing users with complete flexibility. One-touch recording and chase play are both supported, allowing users to watch a recorded programme while recording is still in progress, and back-to-back recording captures multiple programmes broadcast on the same channel consecutively.

Toshiba REGZA WL and REGZA YL Series

- Available in 106.6cm (42"), 116.8cm (46") and 139.7cm (55") screen sizes
- Full HD 1080p PRO-LED 32 panel with local dimming
- CEVO Engine powered picture processing
- 2D-to-3D conversion with depth control
- Full HD 3D
- JACOB JENSEN DESIGN
- Built in WiFi, DLNA and Windows 7 compatibility
- Freeview HD

- Toshiba Places
- YouTube™
- Personal TV via face detection camera
- 3D Resolution+, NetResolution+, Intelligent 3D image optimisation
- AutoView ambient light sensor
- SoundNavi, Audyssey EQ™, Dolby® Volume
- Built in subwoofer
- USB HDD Video REcording
- REGZA-Link (HDMI CEC), Instaport
- Auto Calibration
- 4x HDMI, 2x USB

-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.

Connect Online

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

¹ Available separately

² 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.