

**Get the most out of your DVD collection with Toshiba's stylish new DVD players**



- *Toshiba launches five new slim and stylish DVD players*
- *2010 range introduces brand new gloss black design*
- *The new DVD player range includes affordable players to suit all needs*

**London, UK, 10 February 2010** – Toshiba UK today introduces its DVD player range for 2010, featuring new gloss black designs, 1080p upscaling and USB connectivity. The latest models in the DVD player range combine stylish, subtle design elements, whilst the impressive feature set enables users to get the most out of their DVDs. Content looks bright and colourful, whilst compatibility with MP3 and JPEG files enables a wider range of media to be enjoyed.

**Budget models for superb value**

Toshiba's two entry level DVD players, the SD1010 and SD2010, are ideal for those looking for an affordable DVD player with a contemporary design and strong selection of features. Both models are compatible with a wide range of disc types<sup>1</sup>, whilst both players feature Composite Video outputs, 1x SCART connection, coaxial output and two channel Audio outputs. DVDs featuring MP3, DivX and JPEG files can be played on the two models, and the SD2010 also offers a USB port to support the same files.

**SD1010**



- DivX Playback
- MP3 / JPEG Playback
- TPP £34.99

**SD2010**



- USB port 2.0
- DivX / MP3 / JPEG Playback
- Component Video output
- TPP £34.99

**Premium features and 1080p upscaling**

The SD3010, SD4010 and SD5010 all offer 1080p upscaling, making them an ideal match for those with HD ready televisions. DVDs look bright, sharp and colourful thanks to HDMI

connectivity, which reduces overall information loss from the discs to the screen. All three players feature Composite Video outputs, 1x SCART, Coaxial output and two Channel Audio outputs. As well as supporting a number of DVD formats<sup>2</sup>, JPEG and MP3 support is included on all players, and DivX playback features on the SD4010 and SD5010. REGZA-LINK<sup>®</sup> technology (via HDMI CEC) also allows users to control the player with the same remote as their HD ready TV<sup>3</sup>.

### SD3010



- 720p, 1080i, 1080p upscaling player
- HDMI Output
- MP3 / JPEG Playback
- TPP £44.99

### SD4010



- 720p, 1080i, 1080p upscaling player
- HDMI Output
- REGZA-LINK<sup>®</sup> (HDMI CEC)
- DivX / MP3 / JPEG Playback
- TPP £49.99

### SD5010



- 720p, 1080i, 1080p upscaling player
- HDMI Output
- REGZA-LINK<sup>®</sup> (HDMI CEC)
- USB port 2.0
- DivX / MP3 / JPEG / HD JPEG Playback
- TPP £54.99

### XDE technology - upscaling with a difference

As well as the new models, the award-winning XDE600 DVD player will continue to be available in 2010, offering Toshiba's XDE (eXtended Detail Enhancement) upscaling technology, improving standard definition DVD images for high-definition screens. By incorporating Toshiba's own XDE technology and 1080p upscaling, DVD images are refined in three specific areas. Detail Enhancement sharpens edge images and reduces 3D noise. Intelligent Colour enhances shades like blue and green, which can lose vibrancy when upscaled. Finally, Contrast Enhancement improves both the dark and light areas of the image, resulting in a rich, crisp picture.

### XDE600



- XDE upscaling technology
- 720p, 1080i, 1080p upscaling player
- REGZA-LINK<sup>®</sup> (HDMI CEC)
- USB port 2.0
- DivX / MP3 / JPEG & WMA Playback
- Dimensions: 430 x 197 x 42 mm
- TPP £79.99

**Notes to Editors**

The SD1010, SD2010, SD3010, SD4010 and SD5010 will be available from April 2010. The XDE600 is available to buy now.

For further information, customers can contact Toshiba on 08704 424 424 or visit [www.toshiba.co.uk](http://www.toshiba.co.uk)

**[ENDS]**

**Media contacts**

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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 information & communications systems; 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 740 companies, with 199,000 employees worldwide and annual sales surpassing 6.6 trillion yen (US\$73 billion). Visit Toshiba's web site at [www.toshiba.co.jp/index.htm](http://www.toshiba.co.jp/index.htm).

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<sup>1</sup> SD1010 and SD2010 players offer High Resolution PAL progressive scan, DVD, DVD-R/-RW, DVD+R/+RW, DVD-R DL, DVD+R DL, CD/ CD-R/-RW, Video-CD, SVCD and CD-DA support.

<sup>2</sup> SD3010, SD4010 and SD5010 players offer High Resolution PAL progressive scan, DVD, DVD-R/-RW, DVD+R/+RW, CD/ CD-R/-RW, Video-CD, SVCD, and CD-DA support.

<sup>3</sup> REGZA-LINK© technology requires a compatible HD ready television connected using HDMI v1.3.