

Toshiba launches the new REGZA RV Series and REGZA XV Series, combining cutting edge technology with outstanding value



- ***REGZA RV Series launches as one of Toshiba's first models to offer Freeview HD compatibility***
 - ***New models offer impressive features and sleek designs***
 - ***Both ranges feature new SoundNavi technology for improved audio***

London, UK, 10th February 2010 – Toshiba UK today announces the arrival of its new 'everyday' range of REGZA LCD TVs, launching two new LCD TV series packed with new features and technologies.

Designed to provide outstanding performance and standout style, the new REGZA XV series and the new REGZA RV series will be perfect for shoppers looking for fully featured sets that offer unprecedented value. Both are powered by Toshiba's MetaBrain processing engine and feature newly improved Resolution+ upscaling technology, which has been re-engineered to upscale any non-1080p source to provide sharper, clearer images. 1080p Full HD resolutions available across both ranges also provide stunning detail that matches each set's highly attractive gloss black design.

Freeview HD – see terrestrial TV in a whole new light

The new REGZA RV Series launches as one of the first Toshiba LCD TVs with a DVB-T2 tuner, providing compatibility with Freeview HD and allowing users to watch terrestrial HD broadcasts via existing TV aerials, without the need for an external set-top box. Completely removing the need for satellite subscriptions or HD dish installations, Freeview HD will provide viewers with free access to an ever-growing selection of terrestrial HD content,

including the 2010 FIFA World Cup™, which is due to be broadcast in HD when it kicks off in June this year¹.

Active Vision – impressive all-round picture performance

Enhanced Active Vision II picture processing technology available on the REGZA RV Series provides accurate image reproduction across all models, improving colour, detail, movement and contrast to ensure that all content looks sharp and detailed, with edge-to-edge definition. The REGZA XV Series provides ultra-smooth motion thanks to Toshiba's Active Vision M100HD, providing instant compatibility with Blu-ray content shot at native cinematic frame rates. Toshiba's AutoView feature also complements Active Vision processing on both series, ensuring the backlight is always set to the optimum level by monitoring room conditions and adjusting backlight brightness to suit both the content and immediate lighting – making each TV operate more efficiently and also reducing energy costs.

Unsurpassed audio

Rich sound accompanies the crisp images on both models, thanks to Dolby Volume and SoundNavi, a completely new audio feature that provides added power for wall-mounted REGZA LCD TVs. Previously only available on high end models in the 2009 range, Dolby Volume keeps volume stable across channels and regardless of content, while new SoundNavi technology provides stronger sound projection, enabling integrated TV speakers to powerfully direct audio to the nearest hard surface and amplify sound in the same way as freestanding TVs.

SoundNavi also enables users to adjust the audio direction of TV speakers once wall-mounted. Instead of solely directing power downwards, as with most TVs, SoundNavi allows users to change the direction of projected audio quickly and easily via the menu system. The result is a new level of audio clarity for wall-mounted panels, providing greater flexibility and better performance for those users that don't have the benefit of an exterior sound system.

Rich connectivity

All models across both new REGZA series are Windows 7 certified, with integrated DLNA technology that allows access to content saved on their Windows 7 laptop – including music, video and images – at the touch of a button². 4x HDMI connections provide the ability to connect multiple devices simultaneously, REGZA-LINK® provides seamless interaction with

other HDMI-CEC compatible devices from a single remote control, and a USB 2.0 input also enables the playback of JPEG images and MP3 audio directly from compatible USB sticks.

Power efficient and Eco-Friendly

The complete REGZA XV Series and REGZA RV Series feature Toshiba's energy-saving Eco Panel, which runs at a lower wattage than regular LCD panels. Eco Panel ensures that energy consumption is kept to a minimum without effecting TV performance, and can also save consumers money on energy bills. Each model also features a Full Power Down button, providing users with the option to completely switch the set off, rather than using standby.

Toshiba REGZA RV Series

- Available in 81.3cm (32"), 94.0cm (37") and 101.6cm (40") screen sizes
- Full HD (1920x1080p)
- Freeview HD (DVB-T2)
- Active Vision II (50Hz)
- MetaBrain Engine
- Resolution+
- Dolby Volume
- AutoView
- Wireless Ready (DLNA, Certified for Windows 7)
- 4x HDMI
- Eco Panel
- USB
- Instaport
- CI+ for top-up TV
- Highly stylish, gloss black design

Toshiba REGZA XV Series

- Available in 81.3cm (32"), 94.0cm(37"), (101.6cm) 40" and 116.8cm (46") screen sizes
- Full HD (1920x1080p)
- Integrated Digital Tuner
- Active Vision M100HD (100Hz)
- MetaBrain Engine
- Resolution+
- Dolby Volume
- SoundNavi

- AutoView
- Wireless Ready (DLNA / Certified for Windows 7)
- REGZA-LINK®
- 4xHDMI
- Eco Panel
- USB Input
- SD card slot
- Instaport
- CI+ slot for top-up TV
- Highly stylish, gloss black design

The Toshiba REGZA XV Series and the REGZA RV have been fully endorsed by the Energy Saving Trust, with each model meeting the strict criteria required to carry the Energy Saving Recommended logo. For more information on the Energy Saving Trust, please visit: www.energysavingtrust.org.uk.

The Toshiba REGZA XV Series and the REGZA RV series will be available from April 2010. For more information, consumers can call 08704 424 424 or visit www.toshiba.co.uk.

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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.

¹ Subject to signal availability. Check www.freeview.co.uk for details

² A separate Toshiba wireless dongle is needed to access DLNA wirelessly, or the Ethernet port can be used as an alternative. Use of a Toshiba wireless dongle is recommended, although any brand of Windows 7 technology.