

Toshiba expands LED range with the REGZA SL Series and WL Series, combining superb picture quality with premium designs and features



- ***REGZA SL and WL ranges feature LED backlighting for exceptional image quality***
 - ***Both ranges feature integrated DVB-T2 tuners for Freeview HD playback***
- ***REGZA LED models also offer DDLA wireless connectivity for media streaming¹***

London, UK, 10th February 2010 – Toshiba UK today announces the launch of the REGZA SL Series and the REGZA WL Series, a collection of premium-quality LCD TVs packed with outstanding features. Combining advanced LED backlighting and integrated Freeview HD tuners in all models, Toshiba's new LED range has been built to provide exceptional picture performance in a range of sizes – with everything from 81.3cm (32") to 139.7cm (55") models available.

The REGZA SL Series and WL Series blends LED backlighting quality with extensive connectivity and integrated Freeview HD tuners, delivering incredible picture quality to provide a premium high definition experience – all housed in a slimmer, more refined design. Powered by Toshiba's MetaBrain processing engine, both ranges also feature Toshiba's newly improved Resolution+ picture enhancement technology, an advanced version of the acclaimed upscaling technology capable of upscaling any non-1080p signal, with brilliant results.

LED technology – clarity, detail, definition

The new REGZA SL and WL Series models become the latest REGZA TVs to feature LED technology, an advanced backlighting system that guarantees new levels of picture clarity by

constantly adapting to the images on the screen. Colours are made more vibrant and contrast between light and dark is more pronounced, providing dramatically improved performance, whilst overall energy consumption is also reduced.

Freeview HD – see TV in a whole new light

Toshiba's new LED models all feature an integrated DVB-T2 tuner, ensuring compatibility with Freeview HD broadcasts across the range. Users can watch terrestrial HD broadcasts through their existing TV aerials and without the need for an external set-top box, completely removing the need for satellite subscriptions or 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 from June this year.

Active Vision – ultra-smooth picture performance

Both series also feature the latest versions of Toshiba's Active Vision picture processing technology, which provides vivid images and ultra smooth refresh rates. Motion blur is drastically reduced in fast moving pictures, such as action sequences or sports, delivering more defined movement on screen, with both the REGZA SL Series (100Hz) and the REGZA WL Series (200Hz) providing instant compatibility with Blu-ray content shot at native cinematic frame rates. Toshiba's AutoView feature also complements Active Vision processing on all models, ensuring the screen's brightness is always set to the optimum level by monitoring room conditions and adjusting backlight levels to suit both the content and immediate lighting.

Dolby Volume and SoundNavi – rich, immersive audio

Dolby Volume and new Toshiba SoundNavi technology provide impressive audio to match great images. The inclusion of Dolby Volume keeps volume levels consistent across any channel or audio source, regardless of content, while SoundNavi technology provides even 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 most TVs do, 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 LED panels are Windows 7 certified, with integrated DLNA technology that allows users to stream multimedia content – including music, video and images – between their REGZA TV and compatible PCs. 4x HDMI connections offer the ability to connect to multiple devices simultaneously, with REGZA-LINK® technology providing seamless interaction with other HDMI-CEC compatible devices from a single remote control. A USB 2.0 input also allows users to enjoy JPEG images and MP3 audio directly from compatible USB sticks.

Power efficient and Eco-Friendly

All models in the REGZA SL Series and REGZA WL 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 also saves 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 WL Series

- Available in 101.6cm (40"), 116.8cm (46") and 139.7cm (55") screen sizes
- LED backlighting
- Freeview HD (DVB-T2)
- Full HD (1920x1080p)
- Active Vision M200HD (200Hz)
- MetaBrain
- Resolution+
- Dolby Volume
- SoundNavi
- AutoView
- 1x CI+ slot, 4x HDMI, 1x USB
- DLNA Wireless Dongle included in the box (DLNA, Certified for Windows 7)

Toshiba REGZA SL Series

- Available in 81.3cm (32"), 101.6cm (40") and 139.7cm (46") screen sizes
- LED backlighting

- Freeview HD (DVB-T2)
- Full HD (1920x1080p)
- Active Vision M100HD (100Hz)
- MetaBrain
- Resolution+
- Dolby Volume
- SoundNavi
- AutoView
- 1x CI+, 4x HDMI, 1x USB
- Wireless Ready (DLNA, Certified for Windows 7).

The Toshiba REGZA SL Series will be available from April 2010, with the REGZA WL Series available from May 2010. For more information, consumers can visit www.toshiba.co.uk.

The Toshiba REGZA SL and WL Series 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.

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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 DNLA wireless connectivity requires wireless dongle, included with the REGZA WL Series. Wireless dongle not included with the REGZA SL Series.