

**Toshiba launches flagship 9 Series:
Ultra HD technology, CEVO™ 4K upscaling and stunning new design**



- **Ultra HD technology featuring CEVO™ 4K processing engine for outstanding image quality and upscaling**
- **84" (213cm), 65" (165) cm and 58" (146cm) screens offer up to four times the resolution of Full HD**
 - **Flagship slim design, 3D and new Cloud TV**

London, UK, 20th March 2013 – Toshiba, the first company to launch an Ultra High Definition (UHD) television to worldwide consumer audiences, today announces the launch of its 2013 flagship series of Ultra HD screens, the 9 Series.

Three new models, in screen sizes of 213cm (84"), 165cm (65") and 146cm (58"), offer a stunningly detailed display with a resolution up to four times that of Full HD (3840 x 2160), advanced image upscaling and smart TV functionality for outstanding image quality and access to a wide selection of content.

Incredible UHD images and next-generation upscaling

Powered by Toshiba's advanced CEVO™ 4K multi-processor, the new 9 Series is able to deliver incredible clarity, sharpness and detail from UHD content. The 9 Series also intelligently upscales Full HD (1920 x 1080p) images, displaying movies, TV shows, video games, still images and PC applications with new levels of picture quality. Containing over

eight million megapixels natively, each screen can be viewed at closer distances without individual pixels being visible, creating a more realistic and immersive overall image.

With the addition of 800 AMR (Active Motion & Resolution), Toshiba's most advanced high-speed picture processing technology to date, the 9 Series displays ultra-smooth images that maintain detail and minimise ghosting effects, even when watching fast moving scenes, typically found in sports or action movies.

Cloud TV: personalised smart TV, curated content and more

The 9 Series is one of the first televisions to feature Toshiba Cloud TV, a brand new connected entertainment platform that combines access to broadcast and online content. Cloud TV also offers a more personalised and interactive approach to TV viewing, including recommendations based on viewing history, and the ability to watch television whilst simultaneously following live Twitter feeds that dynamically refresh when the channel or program is changed.

A host of new content providers includes Netflix, Vimeo, Blinkbox and Deezer, adding to Toshiba's existing line up of popular services such as Acetrax[®] Movies, BBC iPlayer and YouTube[®], giving viewers even more choice and instant access to hundreds of films, TV shows, videos and music on demand. Additionally, Cloud TV provides users with a powerful search tool that explores available content listed across the online EPG, video-on-demand services and even items stored on other devices connected to the home network.

Multi-screen connectivity

Using Intel[®] Wireless Display (Wi-Di[®]) technology, the 9 Series allows users to wirelessly stream, share and mirror content from compatible devices around the home, ideal for watching digital content on the big screen.

With Toshiba MediaGuide¹, users can easily control their TV and find out more about current and future programming using their mobile devices, without interrupting what's on screen. Users can also browse and control the EPG, set recordings, and discover additional information about shows and actors.

¹ Available for iOS and Android[™] mobile devices. iOS is a trademark or registered trademark of Cisco in the U.S. and other countries and is used under license.

Incredible Full HD 3D images and instant 2D-to-3D conversion

Just as each 9 Series model offers an exceptional screen resolution and upscaling, 3D picture quality is also improved, with the range capable of displaying Full HD 3D images – enhancing detail, clarity and sharpness. The large screen 84” and 65” models both use passive 3D technology – the same system used in cinemas – while the 58” uses active shutter 3D technology. Like previous flagship Toshiba televisions, the 9 Series also features a 2D-to-3D conversion tool, transforming 2D content from DVDs or Blu-ray™ Discs into 3D, in real-time. Depth Control also allows viewers to adjust the 3D effect to suit personal taste.

Flagship design

As part of Toshiba’s refreshed design identity across all its home entertainment range, the 9 Series also features a premium, super slim profile, with a thin, unobtrusive bezel and chic rounded edges making it ideal for contemporary living spaces.

The 9 Series will be available in the summer of 2013.

Toshiba 9 Series facts & figures

- Ultra HD resolution (3840 x 2160 pixels)
- 213cm (84”), 165cm (65”) and 146cm (58”) screen sizes
- CEVO™ 4K processing engine with upscaling
- 800 AMR (Active Motion & Resolution) picture processing
- Full HD 3D technology: 84” and 65”: passive technology, 58”: active shutter
- 2D-to-3D conversion including depth control
- Toshiba Cloud TV including Netflix, Vimeo, BBC iPlayer, Blinkbox, Acetrax® Movies, YouTube® and more
- Open Browser, Skype™ ready
- Built-in Wi-Fi®, Wi-Fi® Protected Setup (WPS)
- Intel® WiDi v3.5
- USB Video Recording
- MediaGuide powered by Rovi
- Audyssey Premium Television™
- DVB –T/DVB-T2¹/DVB-C/ DVB-C2, DVB-S / DVB-S2 tuners
- 4x HDMI®, featuring HDMI® UHD support and 1x HDMI® with MHL support, 2 x USB, 1x SD card

-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.

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Toshiba was founded in 1875, and today operates a global network of more than 550 consolidated companies, with 202,000 employees worldwide and annual sales surpassing 6.1 trillion yen (US\$74 billion). Visit Toshiba's web site at www.toshiba.co.jp/index.htm

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