

**Exceptional Full HD images, interactive web applications and outstanding value – Toshiba launches its latest range of Blu-ray™ players**



***Toshiba BDX1250***



***Toshiba BDX2250***

- **New Toshiba models offer stunning Full HD movie playback**
- **BDX2250 offers on-demand access to YouTube™, BBC iPlayer™ and Picasa™**
- **BDX1250 delivers striking Blu-ray™ playback for outstanding value**

**Berlin, Germany, 1<sup>st</sup> September 2011** – Toshiba UK today added to its home entertainment range with the launch of two new Blu-ray™ players – the BDX2250 and the BDX1250. Designed to offer both performance and value, each new model merges first-class HD performance at highly affordable price points – offering the ideal step into the world of Full HD entertainment.

### **Outstanding images, cinematic sound and multiple formats**

Each new model outputs vibrant, striking 1920x1080p resolution images rich in detail and clarity, while 1080p upscaling technology transforms standard definition movies into near high-definition resolution. Both also feature Dolby® True HD audio, combining with rich images to create an immersive home cinema experience that everyone can enjoy.

USB connectivity allows users to enjoy MKV, AVCHD, JPEG and MP3 file playback directly from USB memory sticks. Both new players also boast a slim and sleek, gloss black design – adding a touch of style to any living room.

Both models support BD Live™ (Profile 2.0), providing access to interactive features including bonus content – allowing users to enhance their entertainment experience at the touch of a button.

### **Interactive apps and internet connectivity: Toshiba BDX2250**

For users looking to enhance their home entertainment experience, the BDX2250 features an integrated Ethernet port, which provides access to content via a range of web applications.

A selection of pre-loaded applications also provides enhanced performance out-of-the-box: a YouTube™ Leanback application allows users to browse online videos via a slick, easy-to-use interface, BBC iPlayer helps users to catch-up with their favourite TV programmes on demand, and Picasa™ enables big-screen photo browsing.



- 1080p Full HD
- Access to YouTube™ Leanback and Picasa™
- Dolby® True HD
- BD Live™ (Profile 2.0)
- MKV, AVCHD (H.264 profile), MP3 and JPEG
- USB 2.0
- REGZA-Link (HDMI-CEC)
- DLNA® support for file streaming

### High-definition for all: Toshiba BDX1250

The BDX1250 is the ideal Blu-ray player for those looking to upgrade to the world of Full HD entertainment for the first time. Offering Full HD (1080p) Blu-ray™ movie playback, it provides clear, crisp images every time, while support for DVDs and integrated upscaling technology means users can enjoy their favourite DVDs with new levels of detail. MP3, AVCHD, MKV and JPEG playback is also supported via an in-built USB slot, offering extensive flexibility so users can enjoy even more of their favourite content on the big screen.



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- REGZA-Link (HDMI-CEC)

The new Toshiba BDX1250 and BDX2250 will be available during Q4 2011

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### 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](mailto:toshiba@feverpr.com).

### **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](http://www.toshiba.co.jp/index.htm).

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