

**Get closer to the content you love –  
Toshiba ZL2 available for order in the UK**



- **World's first<sup>1</sup> large screen glasses-free 3D TV goes on sale in the UK**
  - **Enjoy incredible picture quality with Quad Full HD resolution**
- **Experience in-store and order from John Lewis Oxford Street from 12<sup>th</sup> March**

**London, UK, 7<sup>th</sup> March 2012** – Toshiba UK today announces the ground-breaking 55ZL2, the world's first large screen glasses-free 3D and Quad Full HD TV, will shortly go on sale in the UK for the first time. Designed to offer a next-generation home cinema experience, the 55ZL2 features a range of powerful imaging technologies that offer cutting-edge performance, and will be available to buy from John Lewis and Harrods Technology Room, run on behalf of Harrods by Dixons Retail.

From Monday 12<sup>th</sup> March UK customers will be able to experience the 139.7cm (55") ZL2 for the first time by visiting an exclusive product showcase hosted at John Lewis Oxford Street. Those visiting will be among the first to experience glasses-free 3D TV technology, as well as take in the breath-taking detail provided by a screen resolution four times that of Full HD – currently the highest resolution available. Early-adopters will also be able to order their very own ZL2 in-store and online, with orders fulfilled from March.

**A new kind of home cinema**

The 55ZL2 is designed to allow viewers to experience next-generation home cinema in the most natural and enjoyable way. A combination of Toshiba's multi-core CEVO ENGINE processing platform and leading-edge display technologies power a revolutionary cinematic

experience that's ideal for watching content in 2D or 3D. With Quad Full HD resolution, the 55ZL2 offers stunning definition that contributes to unparalleled picture quality, while revolutionary glasses-free 3D support removes any need to wear glasses while watching 3D content – for a more natural 3D viewing experience than ever before.

The 55ZL2 displays 3D images for multiple viewing positions simultaneously, allowing larger groups to enjoy 3D playback with no need for glasses. A range of lenticular lenslets work in combination with an integrated camera featuring face-tracking technology, monitoring viewers' position and intelligently directing different images for the left and right eye in real time. The unique result is one image featuring a small offset (parallax), creating the illusion of an image that appears three dimensional.

The CEVO ENGINE combines with the Quad Full HD display to enable the ZL2 to display 2D content in unparalleled quality. The display offers up to a 3840 x 2160 pixel resolution – four times the resolution of Full HD TVs currently available – to display images with new levels of detail. As a result, all on-screen content, is striking, with sharp, detailed lines and crisp, vivid colour.

The ZL2 features an advanced PRO-LED display which utilises hybrid back and edge-lit LED lighting with local dimming zones. Each dimming zone is controlled individually to achieve consistent brightness as well as intense, deep colours – providing lifelike image reproduction. The PRO-LED panel also delivers deep blacks and bright whites, while Toshiba's CEVO ENGINE picture processing technology displays fast-moving images smoothly, while maintaining crisp, precision detail.

The CEVO ENGINE also powers a range of image enhancement technologies that are designed to deliver optimum quality. Toshiba's acclaimed Resolution+ upscales content such as HD broadcasts and Blu-ray™ movies, to image quality beyond Full HD 1080p resolution. Additionally, 2D content can even be upscaled into 3D quality in real time – again, without the need for 3D glasses. With depth control, viewers can also tailor their 3D viewing experience to their personal preferences, allowing them to control the extent of the upscaled 3D effect.

**Next-generation functionality**

The 55ZL2 also includes a range of features that enable viewers to access a range of content. An integrated digital tuner with Freeview HD<sup>2</sup> support provides instant access to the UK's favourite free-to-air HD channels, while Toshiba's intuitive content portal, Toshiba Places, provides one-stop access to a host of online, on-demand video content and online services. The new free LIVESPORT.TV service lets sports fans stay in touch with a range of top sporting events and news from around the world. In addition YouTube™, BBC iPlayer, Acetrax® Movies, Facebook™ and newly added Twitter support allows viewers to catch up on their favourite TV shows and latest movies, as well as stay in touch with friends, while Music Place allows access to a catalogue of tracks – all from the comfort of the living room.

USB recording functionality gives viewers the freedom to record their favourite programmes direct to a flash USB drive or external HDD, while integrated Wi-Fi, DLNA® and Windows 7 compatibility allows users to wirelessly stream content stored on external devices directly to the 55" display. For those that demand maximum picture quality, the 55ZL2 also features Toshiba's Auto Calibration tool – an advanced feature that adjusts picture settings to meet film studio standards using a USB-connected measuring sensor<sup>3</sup>.

For complete ease-of-use, Toshiba's free remote control application also gives users complete control over their TV viewing, directly from their smartphone or tablet.

**Available to order from 12<sup>th</sup> March 2012**

The 55ZL2 will be available for in-store demonstrations at John Lewis Oxford Street from Monday 12<sup>th</sup> March 2012. Orders can be placed in-store and online, with deliveries fulfilled from March 2012. The 55ZL2 will also be on display, and available for order, at Harrods Technology Room, Knightsbridge from xxx

Consumers also have the opportunity to win their very own ZL2 by visiting the Toshiba UK Facebook page and entering an exclusive competition with John Lewis from Monday 12<sup>th</sup> March: [www.facebook.com/toshibauk](http://www.facebook.com/toshibauk)

**Toshiba ZL2 – Key features:**

- 139.7cm (55") Glasses-Free 3D TV
- Quad Full HD (3840 x 2160) resolution display
- PRO-LED 32 panel with local backlight dimming
- AMR800 smooth picture processing

- Viewer tracking image optimisation via integrated camera
- 2D to 3D conversion with depth control
- 9,000,000:1 dynamic contrast
- Built in Wi-Fi and DLNA® compatibility
- Freeview HD ready tuner
- Resolution+ and 3D Resolution+
- Toshiba Places including YouTube™, BBC iPlayer, Acetrax® Movies, LIVESPORT.TV, Twitter and more
- Remote control operation via smartphone and tablet
- AutoView ambient light sensor
- Built-in subwoofer
- USB HDD Video Recording
- Auto Calibration (tool sold separately)
- 4x HDMI, 2x USB
- HDMI-CEC single operation.

**-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](mailto:toshiba@feverpr.com).

### Connect Online

Visit Toshiba's website for the latest product details, specifications and more: [www.toshiba.co.uk](http://www.toshiba.co.uk)

Alternatively, connect with Toshiba on our social media channels:

[www.facebook.com/toshibauk](http://www.facebook.com/toshibauk); [www.twitter.com/toshibauk](http://www.twitter.com/toshibauk); [www.youtube.com/uktoshiba](http://www.youtube.com/uktoshiba)

All trademarks mentioned herein are the property of their respective owners.

Exact product specifications depend on model and local availability.

### About Toshiba

Toshiba are 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 490 companies, with 203,000 employees worldwide and annual sales surpassing 6.3 trillion yen (US\$77 billion). Visit Toshiba's web site at [www.toshiba.co.jp/index.htm](http://www.toshiba.co.jp/index.htm).

---

<sup>1</sup> As of September 1st, 2011 for digital high definition LCD TV in consumer markets. (Source: Toshiba)

<sup>2</sup> The Freeview™ HD service is subject to coverage, check coverage in your area at [www.freeview.co.uk/HD](http://www.freeview.co.uk/HD). An aerial upgrade may be required. "The FREEVIEW, FREEVIEW+, FREEVIEW HD and FREEVIEW+ HD words and logos are trademarks of DTV Services LTD. DTV Services Ltd 2010.

<sup>3</sup> Analyzer TPA1 will be provided optionally or through a reseller setup service

Note: Some individuals may experience health-related complications when exposed to certain 3D images. Please refrain from viewing 3D content if you feel out of sorts. Anyone who experiences any physical problem should immediately stop viewing 3D content and consult a physician. Perception of 3D effects will differ from person to person and according to content. Due to the possibility of impact on vision development, viewers of 3D video images should be aged 6 or older. Please refer to the 3D viewing precautions in the manual when viewing 3D images.