

Toshiba unveils the world's first<sup>1</sup> large-screen glasses-free 3D TV\*



- **55" ZL2 gives viewers the freedom to experience 3D without glasses**
  - **Quad Full HD display delivers striking 3D images**
  - **Face tracking technology maximise 3D viewing experience**

**Berlin, Germany, 1<sup>st</sup> September 2011** – Toshiba UK today announces the launch of the UK's first large screen glasses-free 3D TV – the incredible new 55" ZL2. Toshiba's most advanced TV to date, the ZL2 features the very latest in imaging technology, including a revolutionary glasses-free 3D display that completely removes the need to wear 3D glasses.

The ZL2 boasts a range of leading technologies designed to provide a revolutionary 2D and 3D viewing experience, including face tracking, Resolution+, Auto Calibration, 2D to 3D conversion, and Smart TV features including Toshiba Places. Built to provide exceptional all-round performance, the ZL2 removes all barriers to enjoying 3D entertainment – offering viewers the freedom to experience a next-generation home cinema experience in the most natural, comfortable, and enjoyable way.

### **3D unleashed**

Glasses-free 3D images are delivered through a combination of Toshiba's innovative display technologies and CEVO ENGINE multi-core processing platform. The ZL2 is the world's first TV targeted at consumers to include a Quad Full HD display, offering up to 3840 x 2160

pixel resolution. This enables the ZL2 to offer a 3D viewing experience that can be enjoyed by multiple viewers and can display 2D content in four times (Quad) Full HD resolution.

The glasses-free 3D technology is based on the stereoscopic principle of simultaneously delivering a picture for the left eye, and another one with a small offset (parallax), for the right eye to achieve the 3D effect. To deliver a glasses-free 3D image and experience, a range of lenticular lenslets guide the dedicated images to each viewer.

The ZL2 is able to provide 3D images for up to nine different viewing positions, enabling multiple people to enjoy simultaneous 3D viewing, with no glasses required. In addition, to tailor the viewing experience to the viewers' actual positions in front of the TV, the 55ZL2 features face tracking technology. At the touch of a button, it is able to detect the viewers' position and to adjust the viewing zones accordingly by moving the lenslets as required.

The ZL2's CEVO ENGINE also provides the ability to upscale 2D content to 3D, again without the need for 3D glasses. DVD, Blu-ray™ and even on-air broadcasts can all be transformed into 3D quality in real time, allowing users to enjoy their favourite 2D content, including the latest blockbuster movies or sporting events, with exciting new levels of 3D depth. 2D to 3D conversion also includes depth control, allowing users to tailor the 3D depth to their preferred levels.

#### **Unsurpassed viewing performance**

CEVO ENGINE also powers an advanced version of Toshiba's Resolution+ image enhancement technology. This latest iteration of Resolution+ can now upscale content including TV programmes in SD or HD resolution, as well as DVD or Blu-ray™ content, to up to four times Full HD resolution – making full use of the resolution provided by the ZL2's Quad Full HD display.

The ZL2 also supports Toshiba's Auto Calibration feature, which adjusts picture settings to meet film studio standards. Designed to ensure images are displayed the way the director intended, Auto Calibration analyses colour and greyscale levels via a USB-connected measuring sensor<sup>2</sup>, before producing test images and subsequently adjusting picture settings automatically – ensuring that the ZL2 delivers a premium home cinema experience that will surpass the expectations of the most demanding viewers.

**Content to view, content to share**

The ZL2 features an integrated Freeview HD tuner<sup>3</sup> for instant access to the UK's favourite free-to-air HD channels, and also merges Toshiba's latest Smart TV technologies to provide an easy, on-demand viewing experience.

With Toshiba Places viewers can enjoy a host of on-demand video and other online services, including the newly-introduced acetrax<sup>®</sup> movies and Facebook<sup>™</sup> applications. Engineered so it's easy for users to share content, Toshiba Places with Facebook<sup>™</sup> integration allows users to watch TV and stay in touch with friends via one integrated platform. Additionally, a wide selection of built in online entertainment applications, including YouTube<sup>™</sup> and BBC iPlayer, allows users to experience the world of online, on demand content, directly on their TV.

Offering a completely personal experience, the ZL2 also features Personal TV – a feature that allows multiple users to tailor the TV to suit their own individual preferences. By creating a profile using face recognition technology and the built in camera, users can pre-set customised viewing settings, which can be assigned to a personal profile containing their own facial information. Once created, users are able to sign into their profile via face recognition, which then instantly applies the pre-defined custom settings – ensuring the TV is always set-up the way the user wants.

**Connect, explore and record**

An extensive range of connectivity provides a completely flexible viewing experience. Built-in Wi-Fi connectivity offers easy connection to an in-home wireless network, and via a free downloadable remote control application, users can control the ZL2 via their iPhone<sup>®</sup>. Users also get the added convenience with the USB Recording functionality, which enables easy recording to and playback from a USB HDD.

**Ground-breaking technology, head turning design**

The ZL2's advanced feature set is complemented by a stylish, impressively-slim design that effortlessly fits into the most fashionable living rooms. An eye-catching finish adorns the TV trim, while the super-slim profile is ideal for mounting on walls, or sitting atop designer TV stands.

### Toshiba ZL2

- 139.7cm (55") Glasses-Free 3D TV
- Quad Full HD (3840 x 2160) resolution display
- Face tracking technology via integrated camera
- 2D to 3D conversion with depth control
- Built in Wi-Fi, DLNA<sup>®</sup> and Windows 7 compatibility
- Freeview HD ready tuner
- Resolution+ and 3D Resolution+
- Toshiba Places
- YouTube™, BBC iPlayer
- Personal TV
- Remote control operation via iPhone<sup>®</sup>
- AutoView ambient light sensor
- Built-in subwoofer
- USB HDD Video Recording
- Auto Calibration
- 4x HDMI, 2x USB
- REGZA-LINK (HDMI CEC)

**-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)

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

<sup>2</sup> Analyzer TPA1 will be provided optionally or through a reseller setup service

<sup>3</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.

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.

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