

STRONG presents its new product portfolio of innovative technology at IFA 2016, Booth 201, Hall 6.2b

Vienna, September 2016

IFA is the leading trade show for Consumer Electronics and takes place from 2nd to 7th September at Messe Berlin. STRONG, member of the SKYWORTH Group, is one of the leading manufacturers and distributors of TV sets and TV reception equipment in the world and a leader in innovation technology. At Booth 201 in Hall 6.2b, STRONG will exhibit its three product categories: TV receivers for Free-to-Air and Pay TV reception, TV sets ranging from 24" to 65" with Smart TV and resolution up to 4K Ultra HD, and its complemented range of Home Networking appliances including MESH kits, wireless repeaters, routers, powerlines and Wi-Fi adapters.

TV receivers

STRONG manufactures a wide range of receivers, marketed under the brands STRONG, THOMSON and SKYWORTH and meeting all standards in terrestrial, cable, satellite, IPTV/OTT and hybrid technology. The OTT boxes, based on Linux or Android, on demand with satellite, terrestrial or cable (Hybrid) tuner, provide state-of-the-art features and technology.

Being in the forefront of the industry, STRONG teamed up with Freenet TV, one of Germany's largest service providers in broadcasting and media, and developed a versatile range of high quality DVB-T2 receivers with built-in HEVC/H.265 standard. The receivers are quick and easy to install, have a capacity for up to 700 channels, a TV programme guide for on screen information of 14 days in advance and many more convenient features. At booth 201 in hall 6.2b, STRONG also presents its high-end DVB-T2 receivers with HbbTV technology. Whether a film or TV show have been missed or a TV programme provides add-on content and services, HbbTV makes it possible to watch this exclusive content with just one button.

TV sets

A much anticipated highlight is the unveiling of STRONGs TV product lines. With models ranging from 24" to 65" and a resolution up to 4K Ultra HD, the portfolio has a wide range of features, such as Smart TV, 4K UHD upscaling, Skyshare, MHL, hotel mode and more. Besides excellent image and sound quality, STRONG TVs enable USB multimedia via external USB storage devices, a personal channel editor and many more convenient features for individual tailoring of entertainment.

Home Networking

At IFA STRONG exclusively showcases its complemented range of home networking kits, wireless repeaters, routers, powerline/hybrid powerlines and Wi-Fi adapters. STRONG is the first to introduce a Wi-Fi "MESH" solution to retail markets throughout Europe that until now was only accessible to major Internet service providers. The MESH kit with its eponymous technology facilitates the connection of all devices and calculates the optimal route of the wireless signal. STRONG's Wi-Fi solution kits provide data transmission at highest speeds and a reliable, 100% wireless coverage throughout every home.

About STRONG

STRONG, a member of the SKYWORTH Group, is one of the largest manufacturers and distributors of TV and TV reception equipment in the world and a leader in innovation technology. STRONG offers an extensive range of Digital Terrestrial, Satellite, Cable, Android and IPTV receivers as well as their related accessories. Further, STRONG is licensee of the THOMSON brand for digital set-top boxes, both Free-to-Air and with Operators access control, distributed through retail in Europe and the Middle East.

For many years, STRONG provided a comprehensive product range of set-top boxes to retail and operator markets. Focusing on the different customer needs, STRONG supplies receivers for free-to-air reception, with Common Interface, built-in hard disk, embedded CAS, such as Irdeto, Viaccess, NDS, Nagra and Conax, as well as the latest generation of interactive MHP and IP receivers that could connect to its OTT cloud. With extensive experience and know-how, STRONG built a Pan European distribution structure reaching over 50 countries and providing sales, marketing and, above all, After Sales Service with call centres.

As specialist in video transmission STRONG supplies also perfect home network solutions including a wireless Connection Kit and a Range Extender. They deliver unprecedented high speed performance and 100% coverage throughout households which guarantee smooth internet browsing and flicker-free HD video streaming simultaneously. STRONG complete its product portfolio with STRONG branded TVs which are known for their multifaceted LED screen range and the latest inbuilt tuner technology. Small-sized sets with excellent image processing meet premium screens up to 65" including Ultra HD and Smart TV.

The STRONG Group is represented in Europe by its Sales and Marketing Office located in Austria and nine fully operational Pan-European subsidiaries. STRONG offices are equipped to cater for local market trends and needs, as well as being home to highly advanced and innovative Research and Development departments.

About THOMSON

For over 120 years, the THOMSON brand is a key player in the electronics industry. The THOMSON range of consumer products includes TV screens, digital decoders, audio and video equipment & accessories, digital cameras, computers & tablets, cell & home phone, electrical appliances, lighting and monitoring solutions for house, health and welfare at home. The THOMSON brand is recognized for the quality of its innovative products at the forefront of technology and design, offering high quality and ease of use. That's why generations of families around the world continue to trust the THOMSON brand for their entertainment and comfort at home.

THOMSON ist eine Marke von TECHNICOLOR S.A.

www.thomsonconsumer.com



For details to STRONG, please visit www.strong.tv.



For more information on THOMSON receivers which are sold via retail in Europe, please visit www.thomsonstb.net.

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