

Press information – Vienna, July 2015

STRONG distributes the new THOMSON TV range in Austria

The new A range of THOMSON TVs stands out with innovative designs and state-of-the-art features

THOMSON has launched the 2015 range of first-class 4K Ultra HD TVs with state-of-the-art features such as curved display (A8), Quantum Dot (A9) or Wide Color Gamut (A7) technologies, quad core processor and more. With the HEVC compatibility (H.265), the video encoding standard developed for broadcasts in 4K Ultra HD, they are ready for the standards of tomorrow's television. STRONG, a leading provider of digital TV reception systems in Europe, distributes the wide range of high-quality 4K UHD THOMSON TVs of the A range (A9, A8, A7, A6 series) as well as the FHD and HD TVs of the A5, A4 and A3 series in Austria.

The benefit of the 4K UHD TVs is keeping perfect picture quality also on large screens. The pixels, almost twice as small as for Full HD, remain imperceptible to the eye and the viewing distance for optimal picture quality and comfortable viewing is halved in relation to Full HD. The 4K UHD TVs video processing includes an "Upscaling" function using Super-Resolution algorithms which analyse several images to find details and offer excellent image quality, close to Ultra HD quality. Regardless of the quality of the source (TV, Blu-Ray or DVD), the image is adapted to the screen resolution with this function.

The new ranges of Ultra HD (4K) TVs are equipped with the latest generation Quad Core processor which is used to carry out the most sophisticated image enhancement digital processing (Pure Image Ultra HD, 1000 Hz CMI) as well as HEVC decoding and UHD upscaling. The ability to carry out several tasks at the same time ensures perfect velocity in access to Smart TV services, perfect fluidity in interactions as well as quick TV start-up.

New THOMSON 4K Ultra HD TVs: A9, A8, A7, A6 series

The A9 TV (available in 55") focuses on design and is an exceptional object that can be admired from any angle. Amazing colours is the result of the Quantum Dot technology which provides a superior colour space to the current standard in digital cinema (DCI or Digital Cinema Initiative P3) and it is already ready for the next evolution of the UHD standard in terms of colour reproduction. Nanocrystals, a revolution in colour reproduction, give colours that are 50% purer for radiant reds, emerald greens and deep blues. The three-way sound system by Harman Kardon provides hi-fi sound and 2x25 W output.

Design has always highlighted the technological progress of THOMSON's product ranges and the A8 TV (available in 55") is a perfect illustration of this. The curved display surrounds the viewer and puts him or her at the heart of the picture. At the centre of the 4K UHD image, viewers will experience the feeling of immersion known from movie theatres, a wider field of vision and greater image depth.

The A7 series (available in 55" and 49") meets the new cinema industry standard (DCI P3) in terms of colours with the Wide Color Gamut technology. It reproduces a colour space that is 30% broader than standard LED televisions.

Further included in the range of 4K UHD TVs is the A6 series which is available in the sizes 65", 55", 50" and 40". A triple tuner (DVB-T2/C/S2) is integrated.

The 4K UHD TV range features 3D TV (except A6), the latest Smart TV 2.0 portal with a new interface to enable access to the many new applications available and many more functions. The TVs can be controlled with the gyroscopic remote control or via smartphone or tablet.

New THOMSON FHD and HD TVs: A5, A4, A3 series

The Full HD TVs of the A5 series have a sleek and slender design with integrated DVB-T/C, DVB-T2/C or DVB-T/C/S2 tuner and are available in larger sizes: 55" (except with DVB-T/C tuner), 48" and 40". The A5 series is equipped with the image processing technology Pure Image Ultra to bring the most comfortable Full HD image viewing. With Smart TV 2 the TVs provide more opportunities for communication and entertainment: video-on-demand, catch-up TV, new applications and more. The TVs can be controlled with the gyroscopic remote control, smartphone or tablet.

The HD TVs of the A4 series come in black or white design and smaller screen sizes (32" and 24") with integrated DVB-T/C, DVB-T2/C or DVB-T/C/S2 tuner. The picture is rich in details and with sharp outlines thanks to the Pure Image image processing.

The A3 series include TVs with a thin frame leaving all the room for the picture. These basic TVs are available in larger and smaller sizes with different features for the different customer demands. The TVs with integrated DVB-T/C/S2 or DVB-T2/C tuner are available in the sizes 55", 48", 40" (Full HD TVs) as well as 32" and 28" (HD TVs). The TVs with integrated DVB-T/C tuner are available in the sizes 55", 48", 40", 32" (Full HD TVs) as well as 32" and 24" (HD TVs).

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.

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www.thomsonconsumer.com

About STRONG:

STRONG is one of the leading providers of consumer Digital TV reception equipment in Europe offering 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. Fashionable products with attitude and a variety of comfortable standard features characterize the range of products for different reception systems, markets and embedded Conditional Access Systems.

The STRONG Group is represented in Europe by its Sales and Marketing Office located in Austria and eight 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.

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.

By leveraging the power of the THOMSON brand and STRONG's profound experience and know-how, STRONG also distributes a comprehensive range of THOMSON Audio Video, TVs as well as small home appliances, air conditioners and heaters in selected countries across Europe.