





TOSHIBA



A Window to NEW MORLD

2023 / 2024 Toshiba TV Collection



TV Brand in Japan **

*Analysis by TVS REGZA Corporation based on the BCN Ranking's data of sell-out sales quantity share (24.1%) in the Japanese market from January to December 2022, including LCD and OLED TVs up to Ultra HD 4K, and both smart and non-smart, with at least one digital TV tuner, which was published in January 2023.

Why Toshiba TV



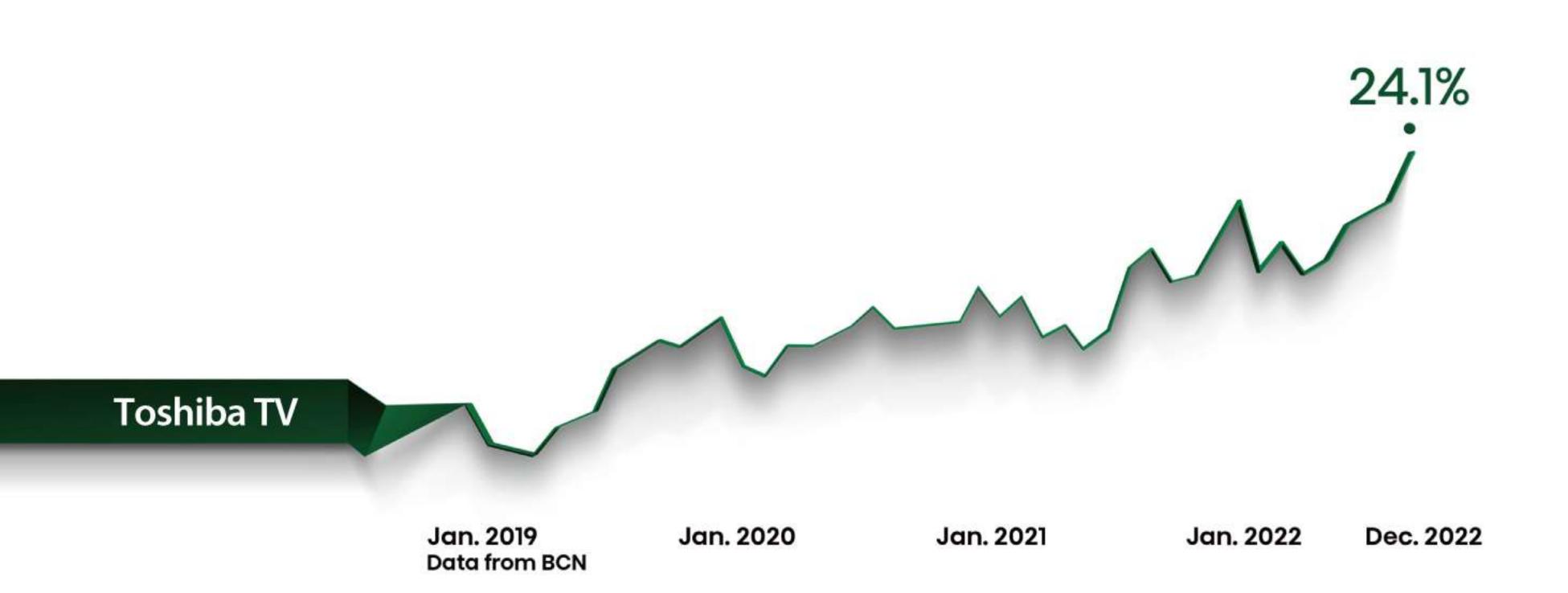
No.1 TV Brand in Japan*

Toshiba TV has become Japan's top-selling TV brand in 2022 with 24.1% sales share due to its rebranding efforts and innovative REGZA ZR Technology.

The company's commitment to improving technology, quality, branding, and sales activities has resulted in a better viewing experience for customers.

Toshiba TV plans to expand its success overseas by applying its successful strategies and continuing to innovate to create an even better viewing experience.

*Disclaimer: Analysis by TVS REGZA Corp based on BCN Ranking's Jan. 2023 sell-out data of annual sales quantity in the Japanese market (24.1%) from January to December 2022, including LCD and OLED TVs, up to Ultra HD 4K, and both smart and non-smart, with at least one digital TV tuner.



History of Toshiba TVs

Toshiba TV has over 70 years of proud history, dedicated to providing excellent picture quality, realistic sound projection, and cutting-edge ideas to better your viewing experience.



Essential Beauty and Craftsmanship

Toshiba TV pursues the philosophy of "Essential Beauty" which is made based on the horizontal and vertical lines in the living space, it makes the living room look stylish by merging into its surroundings.



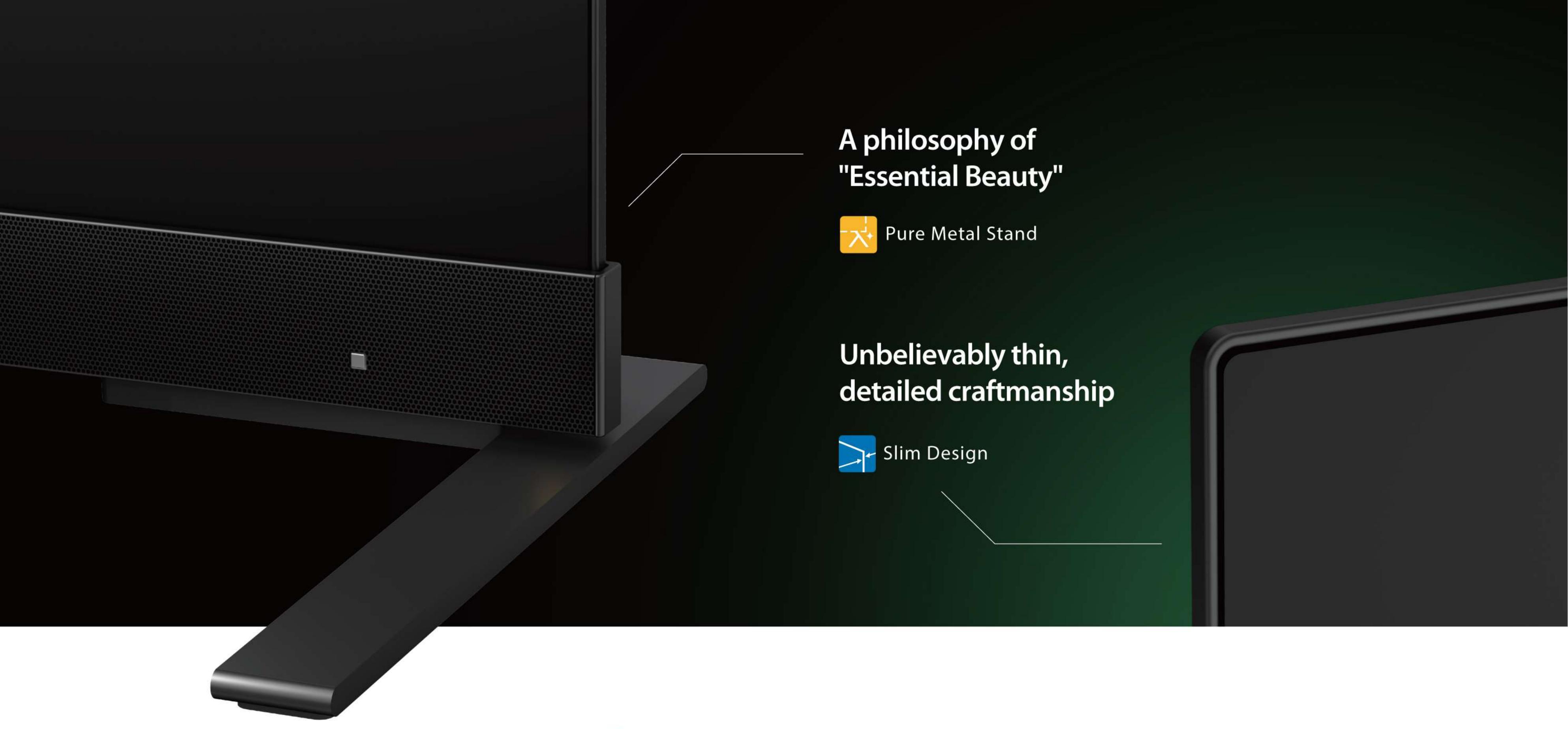












Extreme Quality Control

200+ Hours Sampling Test

48
Hours 95% Relative
Humidity Test

96
Hours Power on-off
Cycle Test

3000 Kilometer Transportation Test

1200
Performance Tests
in Laboratories

-30°C -60°C

Extreme
Temperature Test

1000+ Times 1200ms Drop Test

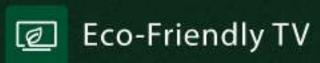
Committed To The Future

Future for Our Planet

Toshiba TV is committed to playing a leading role in helping establish a sustainable society. Toshiba TVs get ROHS certified, which aims at restricting the use of hazardous materials, and is designed to have little damaging effect on the environment. The pursuit of Toshiba TV is to create a better earth environment and life.



Green Packaging





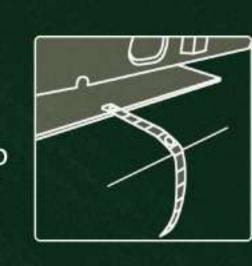
Future for Our Children

Make the TV more stable and safer to prevent injury

Toshiba TVs come with Anti-tip Clip that help secure the TV to wall or furniture to make the TV more stable and safer to prevent a Flat Screen TV from tipping over.



✓ Anti-Tip Clip





Eye-friendly TV viewing with advanced tech

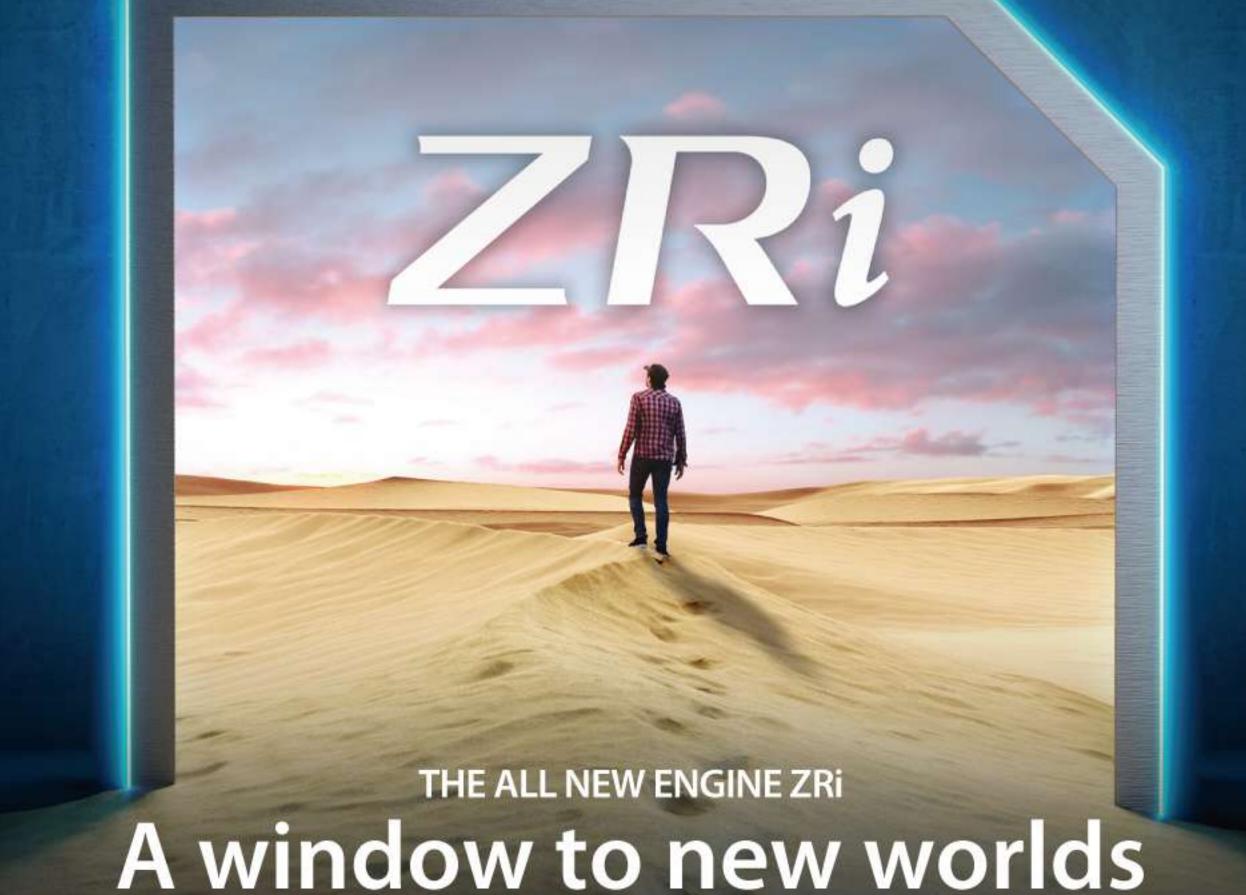
Our anti-reflection tech reduces glare and enhances clarity, so you can enjoy your favorite content without squinting to see. And with our Al Auto View Pro tech, the screen brightness automatically adjusts to the surrounding environment, ensuring your visual comfort and reducing eye strain.



Anti Reflection



REGZA ZR Technology



Next-Level Viewing Delight Embark on a Visual and Audio Journey of Wonder

REGZA Enginze ZRi is Toshiba's newly introduced Al revolutionary Engine in 2023. The machine learning algorithms automatically optimize the picture and sound based on what you're watching and your environment, resulting in an immersive viewing experience.

REGZA Engine ZRi

Key User Benefits





Al Intelligence

Based on what you're watching and your environment

Real Picture

Based on "how humans sense image"





Real Sound

The tailored sound system keeps you in the scene

Craftsmanship

Professional tuning for More precise picture and audio parameters

Takumi

Meticulously designed by audio-visual professionals for superior performance.

Authenticity

True-to-life picture and sound with automatic optimization based on content and environment.

Responsibility

Efficient use of resources for the optimal viewing experience.

REGZA ZR PICTURE

REGZA ZR SOUND

ZR Intelligence



AI 4K Upscaling

Upscale your contents to near-4K reality



Al Picture Optimiser

Al real-time scenario-specific optimization



- Al Auto View Pro

Vivid colours and optimal brightness in any environment

REGZA ZR TECHNOLOGY



ZR Contrast



o Perfect Black

Perfect black with tremendous contrast



Mini LED 4K

Experience super-bright highlights and rich blacks



Full-Array Local Dimming Pro

Masterful control of LED backlighting for striking visuals

ZR Color



Tru Color OLED

Accurate color, natural reality



Quantum Dot Color

Experience a billion shades of enhanced colour



Color Re-master Pro

Enjoy optimally corrected, naturally vivid colours with every view

ZR Motion



Ultra Vision 240



Clearer Motion OLED

Approach peak performance Faster response and much clearer motion

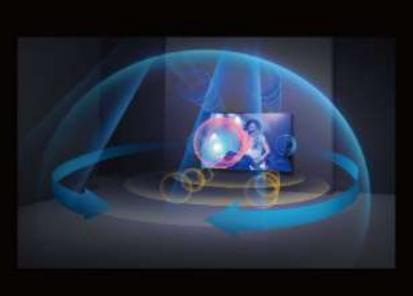


Al Sports Mode

Capture every game-changing moment



ZR Surround



ZR 5.1.2 Surround

Taking sound into a whole new realm through an authentic 5.1.2 Multichannel sound system



REGZA Power Audio Pro+

Embrace the symphony of beats and sonic immersion



ZR 360 Surround Upscaling

Experience audio that wraps around your senses

ZR Bass



REGZA Bass Woofer Pro

Heart-shaking bass sound, soul-stirring reality



Tru Bass Processor

REGZA psychoacoustic bass enhancement technology



BASS Tru Bass Booster

Powerful bass and clear, natural voices with our meticulously fine-tuned audio system

ZR Acoustics



Tru Screen Sound

Dynamic sound follows what happens on the screen



Front Firing Speaker

Vibrant immersive sound with Front Firing Speaker



(Dialogue Enhancer

Clarity meets depth-natural vocal enhancement



Real Sound Adjuster

Powerful sound, harmonized across all frequencies

MINI LED 4K

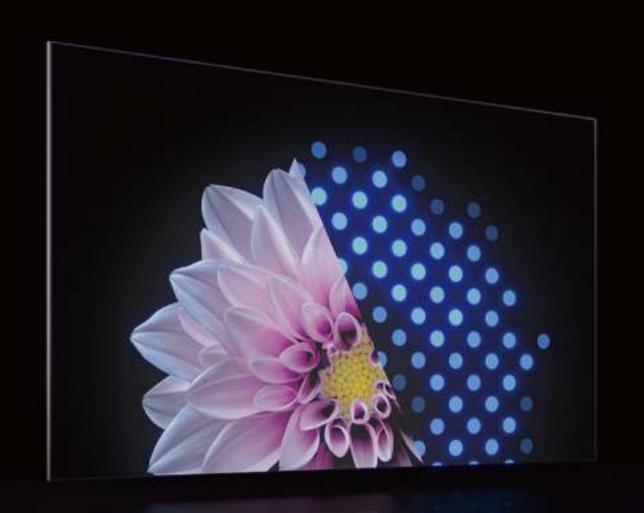
Unprecedented contrast and brightness for every scene

See every strand of hair and read the subtlest emotions on your favourite actor's face in both the darkest and brightest scenes. Toshiba TV's Mini LED 4K technology delivers extraordinary contrast and colour accuracy, allowing you to become a part of the story and experience their emotions as your own.



Experience super-bright highlights and rich blacks

More LEDs means more precision and control. So, we've filled the Z870's Mini-LED 4K screen with thousands of tiny lights. Each 1/100 smaller size the size of standard LED, bringing extraordinary contrast and color accuracy for brighter, more realistic images.





Conventional LED backlight

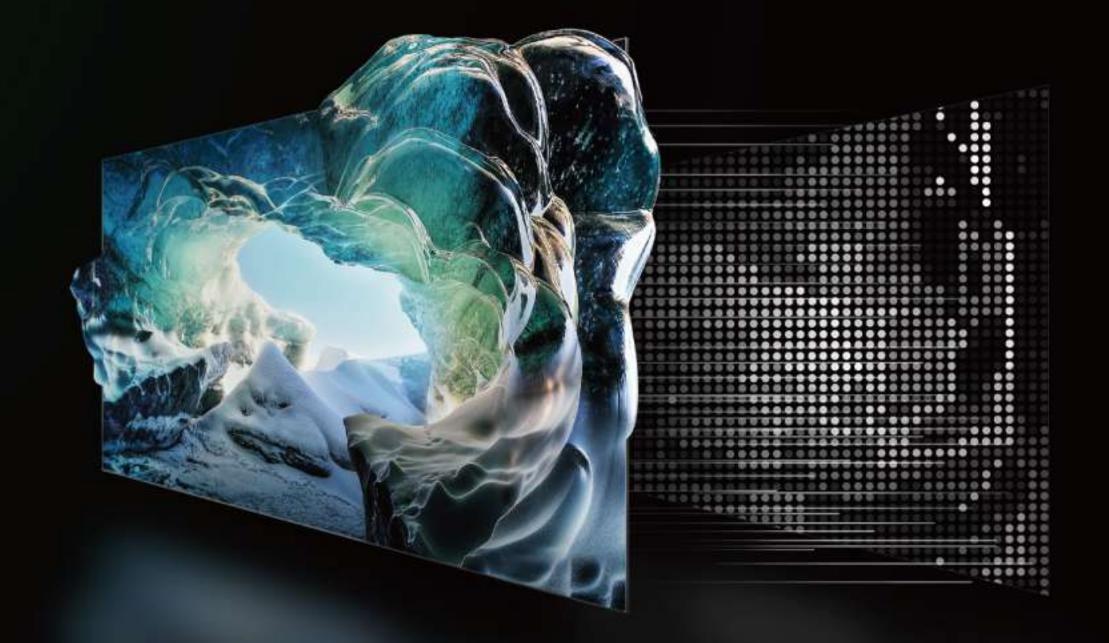
Toshiba Mini-LED backlight



Full-Array Local Dimming Pro

Masterful control of LED backlighting for striking visuals

Discover the magic of a starry night or vibrant city lights, as Full-Array Local Dimming Pro transforms any scene into a breathtaking spectacle. Toshiba TV ensures the deepest blacks and the most radiant whites, creating an immersive, cinematic experience that captures the essence of every moment.



REGZA ZR PICTURE

OLED 4K



OLED 4K

Redefine everything with self-luminous

Powered by the self-luminous technology of the professional REGZA engine, Toshiba OLED TV has 8 million self-luminous pixels together to produce perfect black, ultimate brightness, accurate colors, and realistic picture. Everything you see is at an unprecedented high level.



QUANTUM DOT 4K



Vibrant Hues for a Mesmerizing Experience

Dive into a more captivating world with ZR Colour, powered by Toshiba's REGZA Engine ZR. Witness stunning visuals as Quantum Dot Technology and Colour Remaster Pro work together to deliver over a billion shades, expertly tuned for breathtaking realism.





Tru Color OLED

Accurate color, natural reality

The Tru Color mapping technology equipped in the REGZA Engine OLED allows the picture professionals to more precisely calibrate the colors than conventional models. As a result, Toshiba's OLED TV makes the OLED display provides a theater-level color accuracy to bring the naturally vivid colors to life.



Quantum Dot Color

Experience a billion shades of enhanced colour

Toshiba's Quantum Dot Technology creates vivid, lifelike colours. As the Quantum Dot expands the colour range, offering rich and realistic visuals, it ushers in the future of television viewing. Immerse yourself in an exciting and authentic watching experience, with every detail and nuance heightened.





• Perfect Black

Perfect black with tremendous contrast

Millions of self-luminous pixels can individually and precisely turn on and off to make perfect blacks and bright highlights. This is Toshiba OLED TV's capability to bring as black as midnight darkness, while the peak brightness can be as shiny as sunny field. Finally, perfect black with tremendous contrast brings out delicate shadow details in the darkest scenes.







Color Re-master Pro

Enjoy naturally vivid colours with every view

Discover Toshiba TV's ground-breaking Color Re-Master Pro. Your viewing experience is converted into a canvas of reality by automatically remapping and optimising colours at the image level.

REGZA ZR GAMING



Game Mode Pro

Maximize gaming dominance with unrivalled precision and responsiveness

Lead your team to victory in your favourite battle royale game, as Game Mode Pro delivers beautiful, smooth, and quick response gameplay. Toshiba TV's Game Mode Pro enhances your gaming experience with colour correction fully optimized for gaming. Experience the advantage of gaming features such as AMD Freesync Premium, VRR 144Hz, and ALLM, and immerse yourself in a gaming world where every moment counts.













144Hz Native Panel

Experience fluid perfection

Witness the breathtaking action of an expertly choreographed fight scene. Native 144Hz Native Panel delivers life-like smoothness and sharper details. With the highest native display refresh rate capability, ensuring fast-moving images come alive before your eyes, captivating you with unmatched clarity and fluidity.



Game Deck

Enhance your gaming, without leaving the action

Make sure your games look and feel next level without leaving the action. Game Deck puts all the information you need in one place. Letting you fine-tune your display settings and giving you total control over your TV's performance when it matters most.



REGZA ZR GAMING

Never lose a frame

For gamers, every second counts. It's the difference between winning and losing. AMD Freesync VRR 144 is built to keep up with the action with no tearing or stuttering. Guaranteeing smooth, lightning-fast gameplay with ultra-low input lag so you can grab another edge-of-your-seat victory.





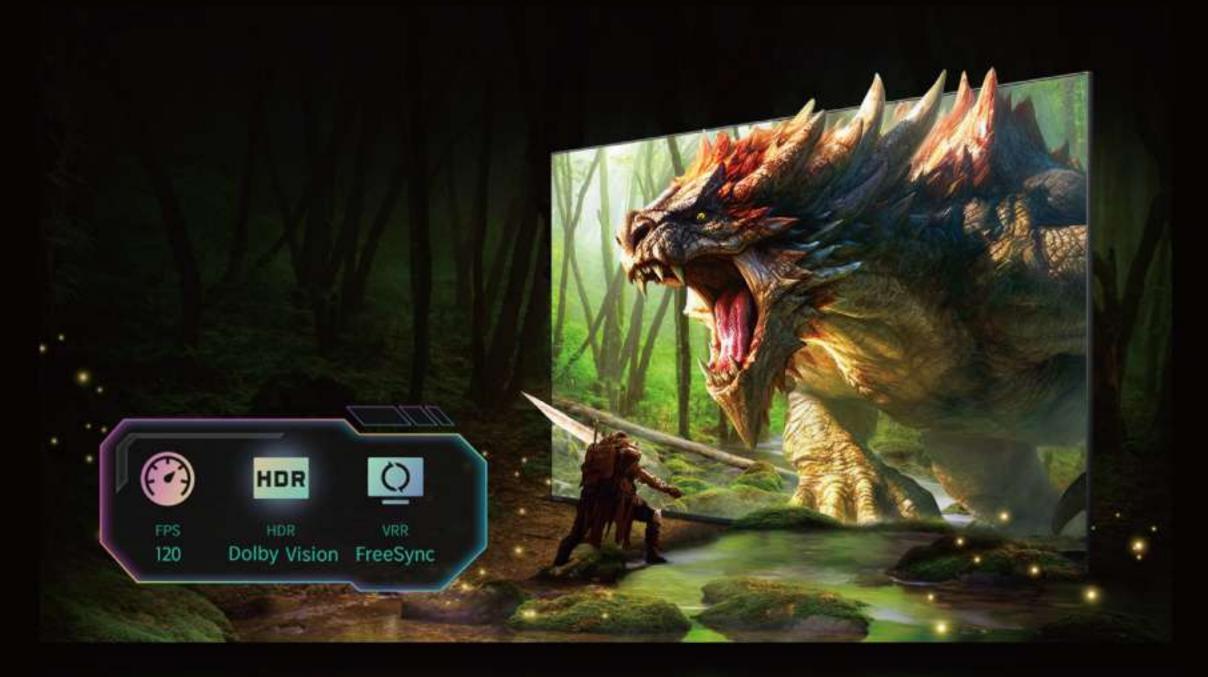


Level up your gaming



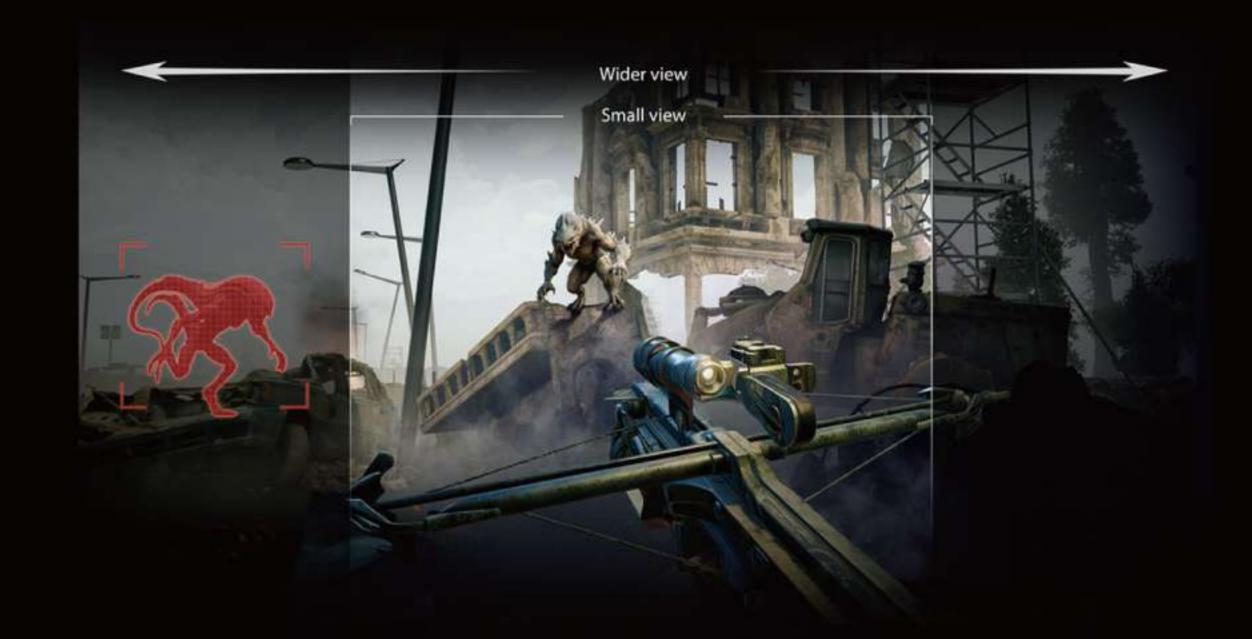
Experience the power of Toshiba TV's Auto Low Latency Mode (ALLM) as it connects your gaming device to the TV flawlessly. Enjoy a gaming experience that is free of interruptions and delays, with every move greeted with an immediate reaction. Lag is no longer a source of dissatisfaction with ALLM.

Dolby Vision Gaming in Dolby Vision



Discover more detail with the full-spectrum visuals of Dolby Vision®. See more of your favorite games to level up your gameplay with brighter highlights, sharper contrast, and more vibrant colors when you play in Dolby.

Picture Size Optimize your view, dominate your game



Maximize your gaming potential with our advanced screen picture adjustment technology, which enables you to customize your gaming experience according to your unique style and preferences.

17

REGZA ZR SOUND



REGZA Power Audio Extreme

A deeply immersive experience by being enveloped in unparalleled theater-quality sound

REGZA Power Audio Extreme combined the "Tru Bass Processor" and "TRU screen sound" with "REGZA 3.1.2 surround sound" technology, through a deep understanding of the secret of psychoacoustics, it brings intelligent matching of different frequencies of sound, to produce more unbeatable and powerful sound for your entertainment.







Tru Screen Sound

Dynamic sound follows what happens on the screen

With "exciter" inside the screen, dynamic sound synchronously follows objects as they move, delivering truly accurate sound from the screen, and making you feel a truly immersive experience without delay.





Tru Bass Processor

REGZA psychoacoustic bass enhancement technology

Tru Bass Processor, as a part of REGZA Power Audio Extreme, uses the psychoacoustic bass enhancement technology. It stimulates the human's sound listening mechanism not only from physical or acoustic mechanisms but also from psychological mechanisms. As a result, you can experience the extreme bass sound beyond the hardware can produce.



REGZA ZR SOUND





experience.

(O) REGZA Bass Woofer Pro

scene. Its deep yet clear sound adds a

soul-stirring spectacular to every scene,

for a more realistic breath-taking

Heart-shaking bass sound, soul-stirring reality



REGZA Bass woofer pro is the Toshiba unique bass enhancement technology. REGZA Bass System uses Tru Bass Booster to enhance the SPL (sound pressure level), bass response efficiency, and the perception of bass frequencies to provide a deep, rich and powerful bass effect. As a result, you can enjoy the extrem bass sound and soul- stirring reality.

ZR 360 Surround Upscaling

Experience audio that wraps around your senses



Step into the heart of the action with 360 Surround Upscaling, featuring Toshiba's ZR algorithm and Dolby Atmos for advanced 3D sound. Become a part of the conversation, with voices coming from all directions, or become completely immersed in the landscape of a fantasy world where nature comes alive all around you. Transform your movies, music, and gaming sessions into truly captivating sensory experiences.



Front Firing Speaker

Vibrant immersive sound with Front Firing Speaker

Front Fring Speaker transmits sound to every corner of your room, bringing an immersive stereophony directly to your ears. Immerse yourself in whatever you're watching, as if you were at the scene, getting a true heart-shaking audio experience.





Tru Bass Booster

Powerful bass and clear natural voices with our meticulously fine-tuned audio system



Enter a world of powerful sound and crystal-clear vocals. Feel the rush of audio that brings every scene to life. The dramatic REGZA Bass Woofer offers deep, resonant bass that shakes the room with REGZA Power Audio Pro, while the meticulously fine-tuned amplifiers and dual clear direct speakers ensure vocal are heard with perfect clarity.

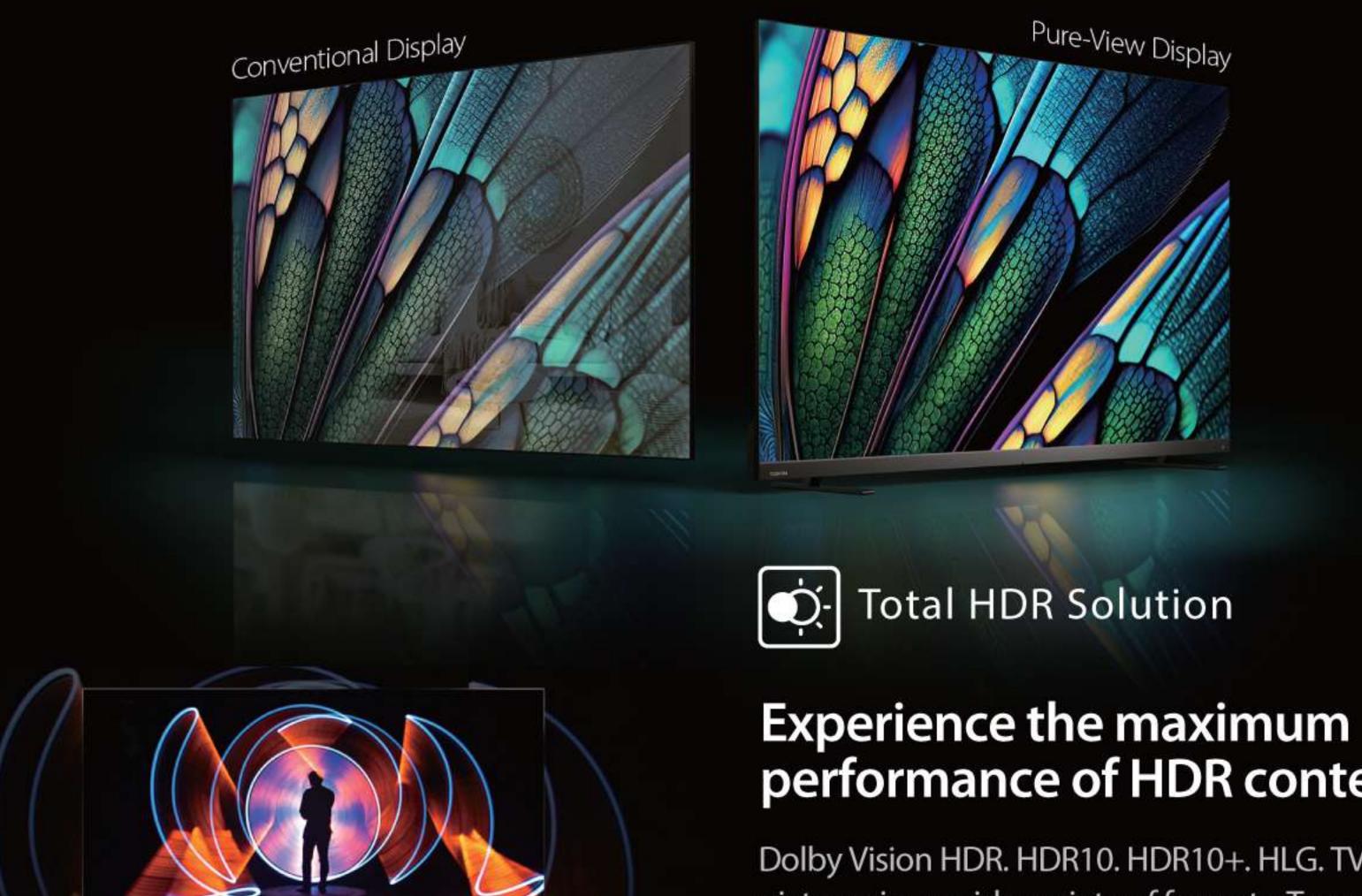
REGZA ZR DISPLAY



Pure-View Display

Maximum clarity in every environment

With the Pure-View Display, nothing gets in the way of the action. The wide-viewing angle means you'll always get the best seat in the house even behind the sofa. While the low reflection screen reduces glare from natural and artificial light. Giving you the best picture possible from any position, at any time of day.





Dolby Vision HDR. HDR10. HDR10+. HLG. TVs deliver pictures in a wide variety of formats. To ensure you can always watch your favourite content in the best quality possible, the Z870 features a Total HDR Solution. Supporting all major HDR formats to bring incredible detail with a wider color and brightness range.

HDR DOIby Vision

₩I Dynamic Tone Mapping

Experience crisp detail and contrast

Dynamic Tone Mapping analyzes the picture on aframe-by-frame basis and automatically adjusts the brightness. Delivering true-to-life images so you'll never lose any details, whether it's something in the shadows or the vibrant colours of a festival.







Streaming Video Optimizer

Super smooth streaming

Let nothing ruin your boxset binge. The Z870's advanced upscaling technology eliminates any color banding caused by streaming for a smoother and clearer picture. Ensuring your favourite shows (and guilty pleasures) always look as they're meant to.



Streaming Video Optimizer

Vivid colours and optimal brightness in any environment

The morning news. Late night movies. No matter what you're watching, or when, Al Auto View Pro adapts the Z870's picture to suit your room's conditions. Adjusting colors and contrast automatically to bring you incredible images, even when the light keeps changing.







Anti Reflection

Minimize reflection and glare, day and night

Better visibility from all angles with non-glare panels that minimizes reflection, no matter what time, allowing you to get clear and effortless viewing experience, such as watching stock information, weather, etc.



Wide Viewing Angle

See vivid, clear picture at any position

Wide Viewing Angle enables you to enjoy your TV with accurate color and more clear details, no matter where you sit, so you'll always have a great viewing experience.





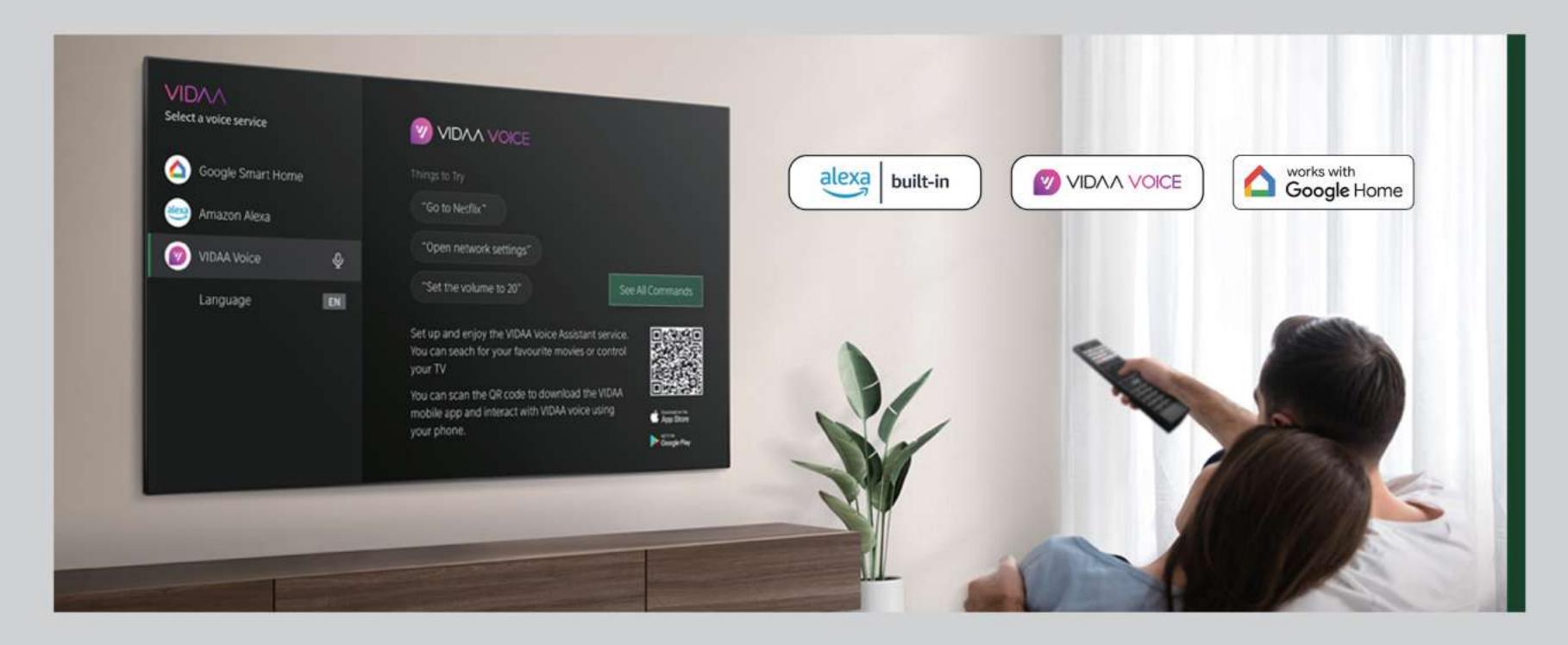
Select your preferred voice assistant





Make your TV experience effortless with your preferred voice assistant. From TV search to navigation, Alexa, Google Home, or VIDAA Voice ensures easy access to your favorite TV entertainment and smart home control. With VIDAA, you have a choice.

Easy. Fast. Secure. Global and Local Entertainment

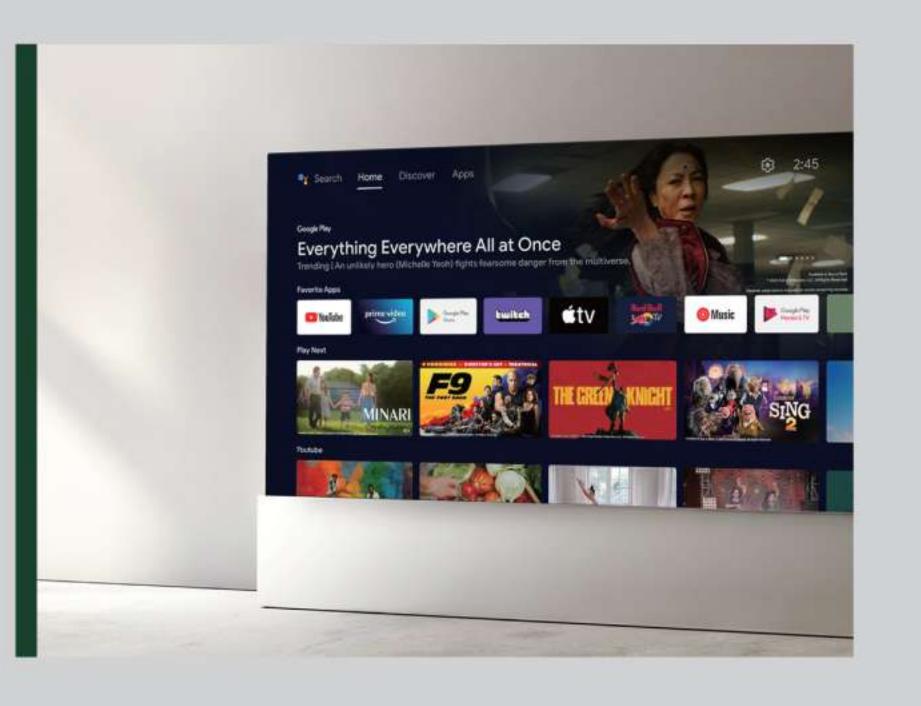


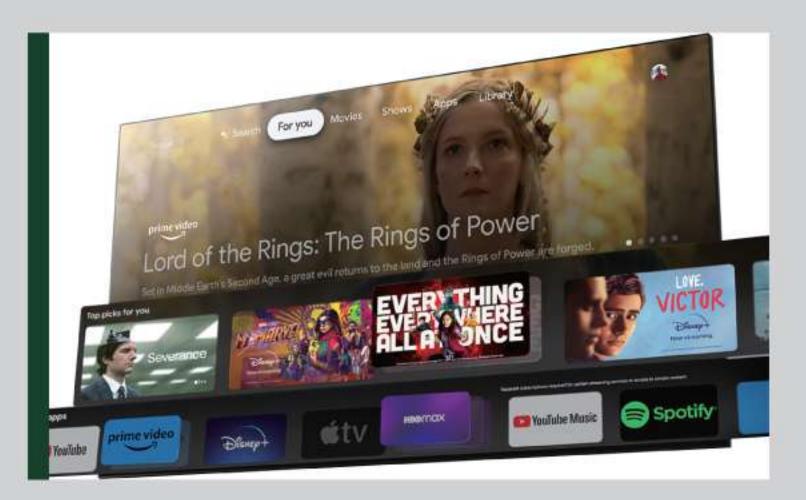
Welcome to the future of TV! Our state-of-the-art operating system seamlessly unifies your favorite international and local content, tailored to your unique preferences and easy to find. Immerse yourself in a world of endless entertainment, featuring top-rated shows, blockbuster movies, and more - all personalized and conveniently accessible. Upgrade your viewing experience today and take control of your entertainment options!

androidtv

Android TVTM gives you a smarter, easier way to get more from your TV

Simplify your entertainment experience with Android TV. Discover 400,000+ movies and shows in one place. Ask Google to control your TV with your voice. And cast your photos, videos, and music from devices to your TV easily with Chromecast built-in™.







What you want to watch, all in one place

Browse 400,000+ movies and TV episodes from across your streaming services, all in one place and organized into topics and genres based on what interests you.



A world made just for kids

Helping you guide kids to age-appropriate content, in a space that's all their own. Set kid-friendly filters for apps, movies and shows. Limit how long they can watch and easily set bedtimes.



Watch what you love, control it with your voice

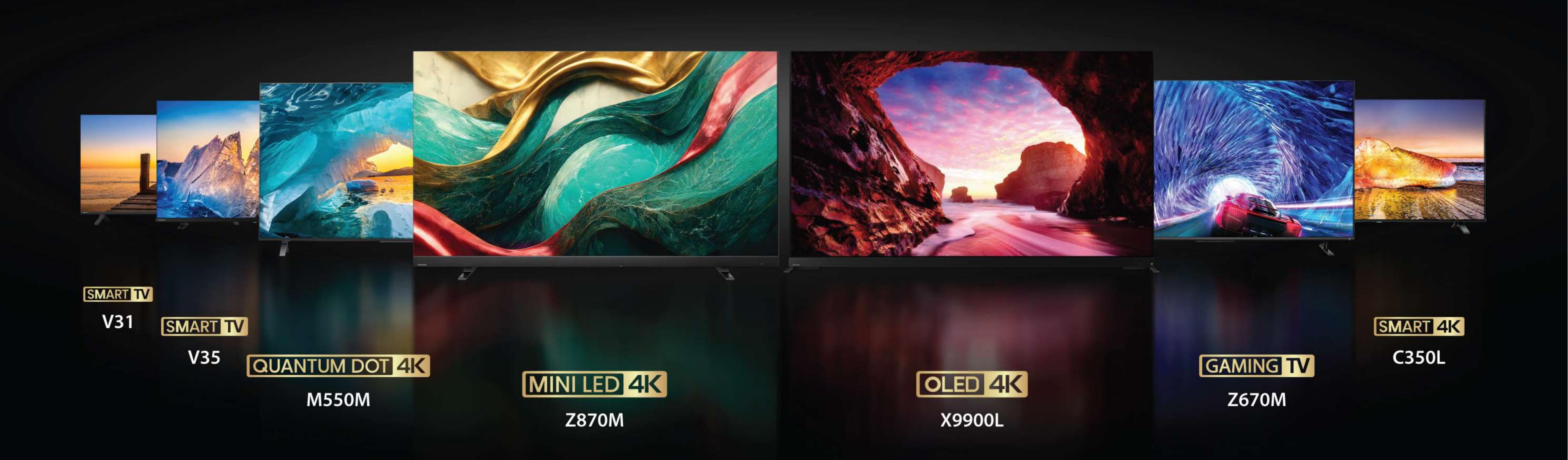
Your TV is more helpful than ever. Ask Google to find movies, stream apps, play music, and control the TV - all with your voice. Even get answers, control smart home devices, and more. Press the Google Assistant button on the remote to get started.

25

TOSHIBA



Toshiba TV 2023 Line Up



X9900L

Superior OLED Picture Immersive Sound, Artistic Design







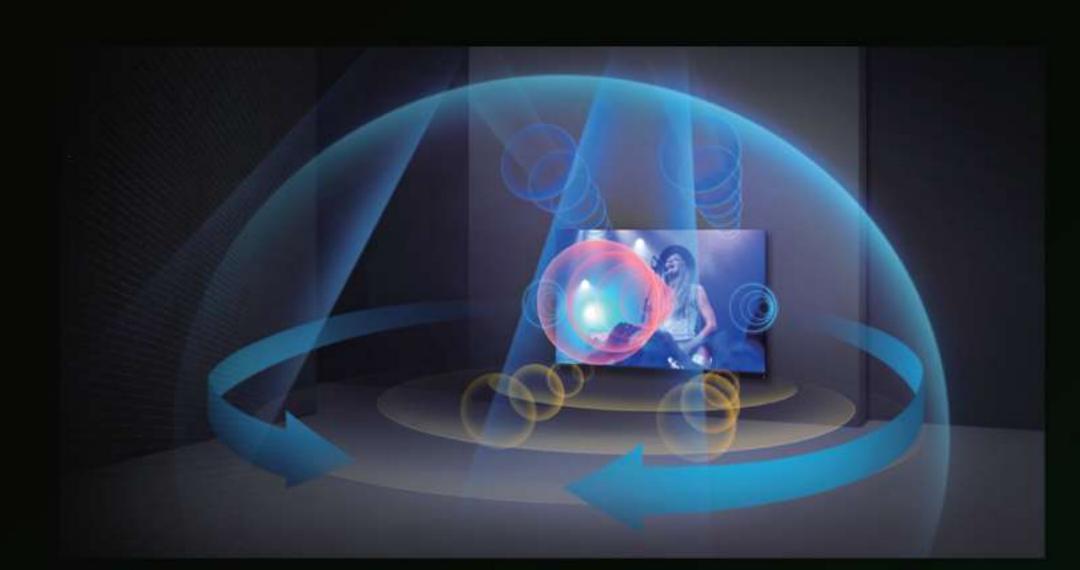
Redefine everything with self-luminous







Accurate color, natural reality





Deeply immersive experience by theater-quality sound



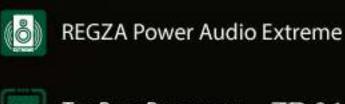


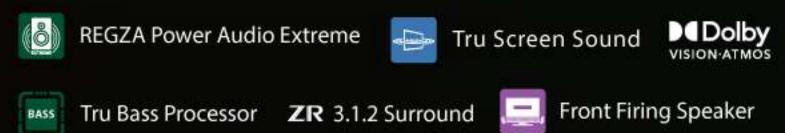


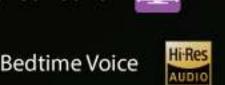








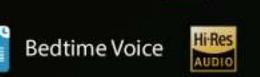








Sound













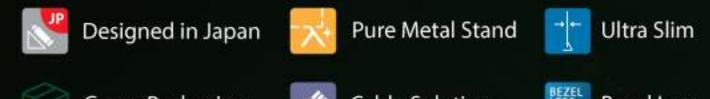


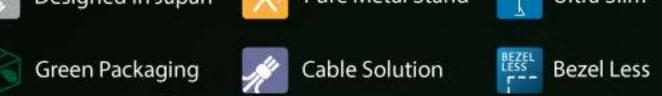


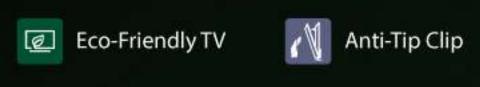




Design











Al-Powered processing for professional picture and sound



Z870M

Revel New Depths with True Brilliance



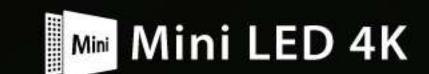




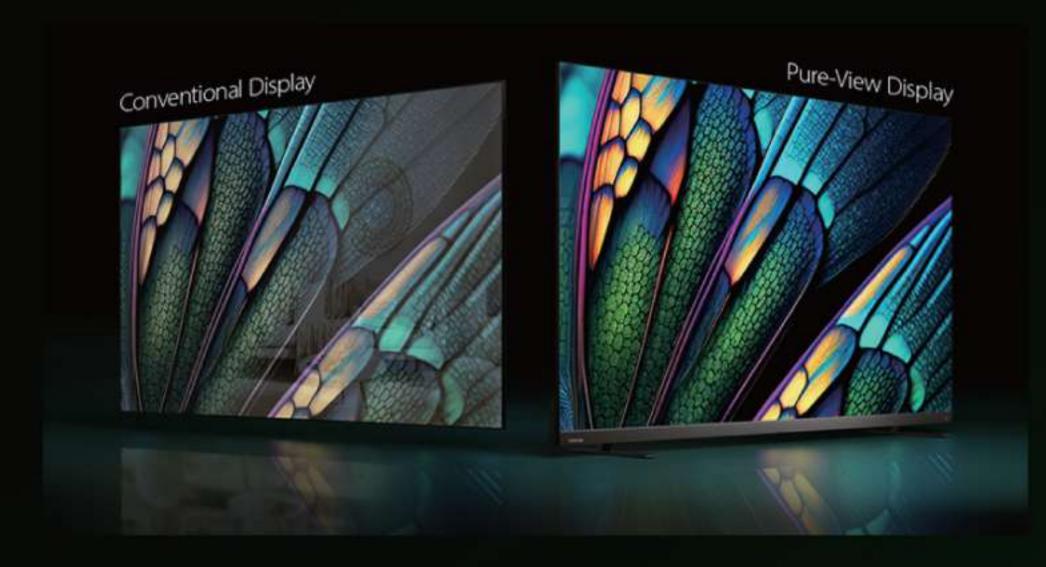


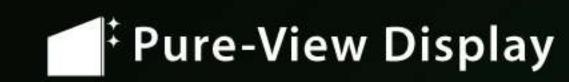
Vivid colours and optimal brightness, in any environment





Experience super-bright highlights and rich blacks





Maximum clarity in every environment

Picture

Smart



- Al Auto View Pro















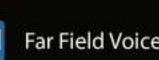












Quantum Dot Color





Sound

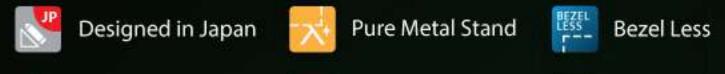
REGZA Bass Woofer Pro

ZR 2.1.2 Surround VISION-ATMOS

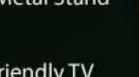
REGZA Power Audio Pro+ Bass Tru Bass Booster

Front Firing Speaker

Design



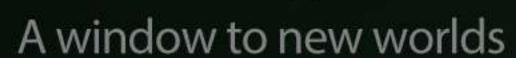














Z670M

Advance Your Games with Next-gen Gaming TV









Experience fluid perfection





The ultimate gaming companion for supreme performance



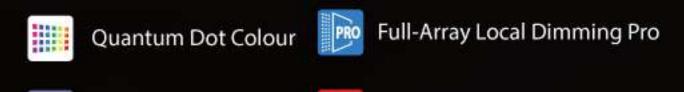
FreeSync Premium

No tearing. No stuttering. Just gaming

Picture













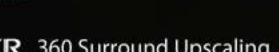
Sound

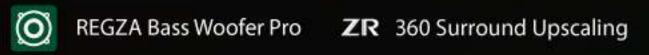












Smart













Design











A window to new worlds



M550M

Life-like Details Breath-taking Bass





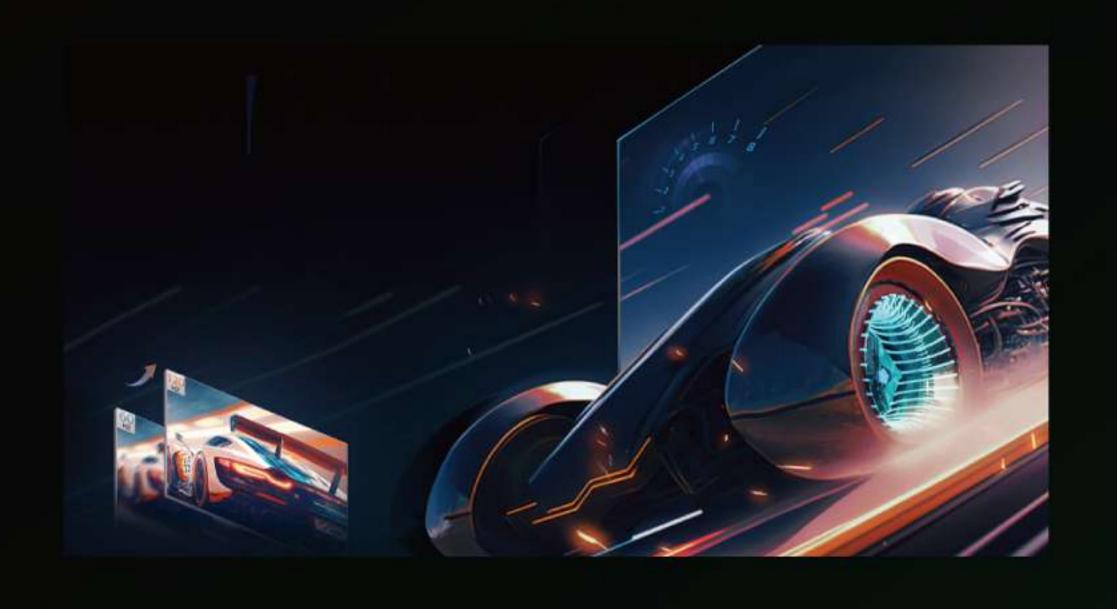


Experience a billion shades of enhanced colour reproduction and vibrancy





Heart-shaking bass sound, soul-stirring reality



Pure Metal Stand

Game Mode

Boost your gaming with ultra-low latency and striking visuals



Picture

Quantum Dot Colour

Color Re-master

REGZA Engine ZR Full-Array Local Dimming Palbolby

AI 4K Upscaling

Al Picture Optimizer



Sound

REGZA Power Audio Pro Bass Tru Bass Booster



Smart

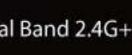












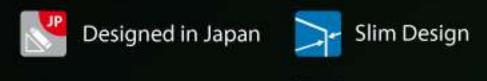






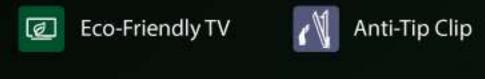


Design









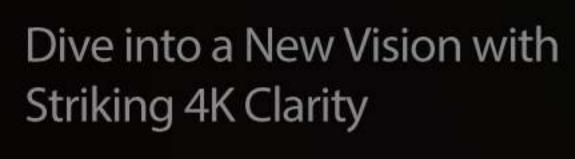


REGZA Engine ZR A window to new worlds



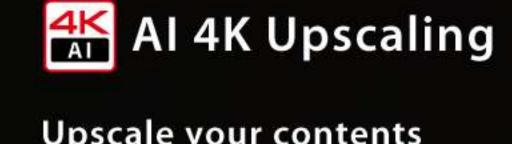
C350L

SMART 4K









Upscale your contents to near-4K reality



■ **Dolby** Vision·Atmos

Amazing realism that you'll see, hear, and feel



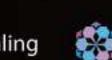
REGZA Power Audio

Enjoy well-balanced sound for more excitement

Picture





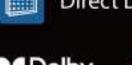




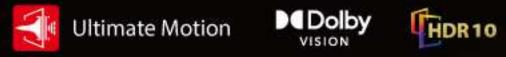
Adaptive Dimming











Smart













Sound



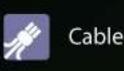


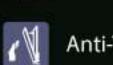


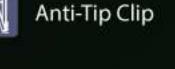
Design











REGZA Engine ZR

A window to new worlds



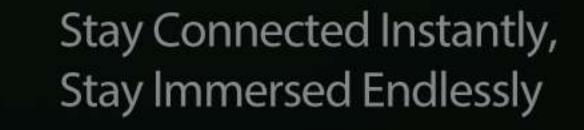
V35M

SMART TV

V31M

SMART TV

Smart Choice Smart Life







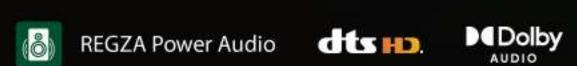


















Smart



Colour Re-master Picture Optimizer





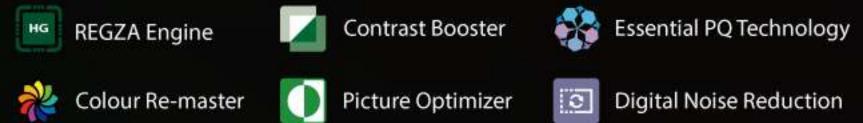


Picture









Sound







Smart







Specs. Summary



X9900L Superior OLED Picture Immersive Sound, Artistic Design



Z870M
Revel New Depths
with True Brilliance



Z670M Advance Your Games with Next-gen Gaming TV



M550M Life-like Details Breath-taking Bass



C350L Dive into a New Vision with Striking 4K Clarity



V35M
Feel the Excitement with True-to-life Pictures



V31M Stay Connected Instantly, Stay Immersed Endlessly

	OLED 4K X9900L	Mini LED 4K Z870M	Quantum Dot 4K Z670M	Quantum Dot 4K M550M	SMART 4K C350L	SMART 2K V35M	SMART 2K V31M
Screen Size	65"	65"/ 55"	85" /65"/ 55"	65"/55"/50"	75" / 65" / 55" / 50"	43"	43"/32"
Engine	REGZA Engine OLED	REGZA Engine ZRi	REGZA Engine ZRi	REGZA Engine ZR	REGZA Engine 4K	REGZA Engine	REGZA Engine
Resolution	4K	4K	4K	4K	4K	43 Inch: FHD 1080P	43 Inch: FHD, 32 Inch: HD
Dimming	OLED Pixel Dimming	Full Array Local Dimming PRO	Full Array Local Dimming PRO	Full Array Local Dimming	Direct Full Array	Direct Full Array	Direct Full Array
Backlight		Mini-LED	Direct LED	Direct LED	Direct LED	Direct LED	Direct LED
Motion	Ultimate Motion120Hz	Native 144Hz	Native 144Hz	Ultimate Motion	Ultimate Motion		
Colour	Tru Colour OLED	Quantum Dot Colour	Quantum Dot Colour	Quantum Dot Colour			
Anti Reflection	PRO	√.	√ (65" only)				
Dynamic Tone Mapping		√	√				
Super Contrast Booster	√	√.	√	√	√		
Color Re-master	PRO	PRO	PRO	PRO	√	√	√
Game mode	Game mode	Game mode Pro	Game mode Pro	Game mode	Game mode	Game mode	Game mode
AMD FreeSync	FreeSync Premium	FreeSync Premium	FreeSync Premium				
AI 4K Upscaling	√	√	√	√	√		
Al Sports mode/Al Football mode	√	√	√	√			
Digital Noise Reduction	Streaming Video Optimizer	Streaming Video Optimizer	Streaming Video Optimizer	√	√	√	√
Dolby Vision®	Dolby Vision	Dolby Vision	Dolby Vision	Dolby Vision	Dolby Vision		
HDR10	HDR10+ Adaptive	HDR10+ Adaptive	HDR10+ Adaptive	HDR10+ Adaptive	HDR10		
IMAX® Enhanced	√	√	only 85" suppport				
FILMMAKER MODE™	√	√	√	√	√		
REGZA Power Audio	REGZA Power Audio Extreme	REGZA Power Audio PRO+	REGZA Power Audio PRO	REGZA Power Audio PRO	REGZA Power Audio	REGZA Power Audio	REGZA Power Audio
Speaker Design	Tru Screen Sound Front - Firing Speaker	Front - Firing Speaker					
REGZA Bass Technology	Tru Bass Processor	Tru Bass Booster	Tru Bass Booster	Tru Bass Booster			
REGZA Bass woofer	REGZA Bass Woofer Pro	REGZA Bass Woofer Pro	REGZA Bass Woofer Pro	REGZA Bass Woofer			
REGZA Surround	ZR 3.1.2 Surround	ZR 2.1.2 Surround	ZR 360 Surround Upscaling	ZR 360 Surround Upscaling			
Audio Enhancement	Dolby Atmos	Dolby Atmos	Dolby Atmos	Dolby Atmos	Dolby Atmos	Dolby Audio, DTS® HD	Dolby Audio, DTS® X
Real Sound Adjuster	√	√	√				
Room Acoustic Optimizer	√	√	√				
TRU Volume	√	√	√	√			
Operating System	VIDAA	VIDAA	VIDAA	Google TV	Google TV	Android TV	VIDAA
Apple AirPlay®	√	√	√	√	√		
Wi-Fi	Wi-Fi 6E	Wi-Fi 6E	Dual Band Wi-Fi	Dual Band Wi-Fi	Dual Band Wi-Fi	Dual Band Wi-Fi	√
Bluetooth	√	√	√	√	√	√	
Smart	Far-field Voice Control & Remote Voice Control	Remote Voice Control	Remote Voice Control				

41