

THOMSON TVs with integrated DVB-T2 tuner

STRONG distributes THOMSON branded DVB-T2 TVs in Austria providing terrestrial television in high definition

Dezember 2013

DVB-T2 is the second generation of digital terrestrial television, opening new possibilities for terrestrial TV in high definition and standard definition. With the THOMSON branded W9, W5, W3 and U5 series STRONG offers first-class TVs with an integrated DVB-T2 tuner. STRONG is a leading provider of digital TV reception systems in Europe and distributor of THOMSON TVs in Austria.

Since April this year, the new generation terrestrial television DVB-T2 is in operation in Austria. Four series of THOMSON TVs are equipped with an integrated tuner for DVB-T2 and can be purchased in Austria through retail: W9 (55", 50"), W5 (50", 46", 40"), W3 (40", 32") and U5 (46", 39"). The DVB-T2 tuner allows reception and decryption of free-to-air digital terrestrial TV without an additional DVB-T2 receiver. By inserting a CI+ module encrypted channels can be received in addition. Only a terrestrial indoor or outdoor antenna that is suitable for DVB-T and DVB-T2 is required. STRONG recommends the DVB-T/T2 indoor antenna SRT ANT 30 or the outdoor antenna SRT ANT 45, both with integrated LTE filter for better reception and best performance.

This new terrestrial standard provides higher performance compared to the conventional digital terrestrial television DVB-T. More channels can be received via the existing frequencies. In Austria there are currently up to 40 terrestrial channels, a quarter in high-resolution HDTV quality.

THOMSON's W9, W5, W3 and U5 series are high-quality LED TVs which are compatible with LTE 800 MHz. Besides integrated tuners the TVs provide a variety of useful features: the latest generation of SmartTV technology (W3 excluded), 3D (W9 and W5), Miracast function for projecting the screen of a smartphone or tablet directly to a TV screen (the function will be available by software update in spring 2014), sharp and realistic images and much more. Beyond that, the W9 series convinces with images in Ultra HD. With the 4K resolution of 3840x2160 pixels, the W9 series offers four times as many pixels as Full HD.

Images

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40FW3324



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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 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 Head Office in Austria and fully operational subsidiaries across Europe. STRONG offices are equipped to cater for local market trends and needs, as well as being home to a highly equipped and innovative Research and Development department.

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. 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, Health Care as well as THOMSON mobile phones, small home appliances, air conditioners and heaters in selected countries across Europe.

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 is a trademark of TECHNICOLOR S.A.

www.thomsonconsumer.com



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

THOMSON

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