

Contact: Esther Koo
Southard Communications
212.777.2220
esther@southardinc.com

MEDIA ADVISORY

TOSHIBA CELEBRATES LAUNCH OF LED DISPLAY TECHNOLOGY WITH *TOSHIBA VISION*,
A HD QUALITY BILLBOARD IN TIMES SQUARE

New York, NY (June 26, 2008) – On July 15, Toshiba will celebrate the debut of *Toshiba Vision Times Square*, a full-color, HD quality LED display system at the top of One Times Square, located directly beneath the renowned site of the New Year's Eve ball drop. The billboard will serve as a countdown board during the famous New Year's Eve celebrations viewed by millions around the world, and will occupy one of the most valuable advertising locations in Times Square. To reveal its new LED display and proprietary technology, Toshiba will hold a reception at the Renaissance Hotel in Times Square at 6PM.

Located 285 feet above the ground, *Toshiba Vision Times Square* projects a vivid image for all to see on its captivating 55' by 55' display. Toshiba incorporates the latest image transmitting technology to achieve an amazingly high standard of HD resolution and emit the most radiant images in Times Square.

The newly appointed CEO of Toshiba America will be in attendance at the event. He will be available for interviews on July 14 and from 6PM to 7PM on July 15 at the *Toshiba Vision* launch venue.

RSVPs and interview requests may be sent to esther@southardinc.com. Refreshments will be served at the event.

Date & Time: July 15th (Tue.)	6:00 PM	Doors Open
	7:00 PM	Opening Ceremony and Official Launch of Toshiba Vision

Location: Renaissance New York Hotel Times Square
Two Times Square, 714 Seventh Avenue at W. 48th Street
New York, New York 10036 USA

Speakers: Chairman & CEO Toshiba America Inc.

**Please note that the pictures below depict the old signage during 2008 New Year' ball drop.

