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TOSHIBA HOLDS LIGHTING CEREMONY FOR NEW LED SCREEN IN TIMES SQUARE



Toshiba executives push the button to light the new screen.

Toshiba International Corporation- The TIC LED Display Group completed the installation of its new TRV2013GC 12.5 mm LED display screen in Times Square and held a cocktail lighting ceremony on Tuesday, July 15 at Chop Suey restaurant at the Renaissance New York Hotel, Times Square to commemorate the occasion. Several members of the media present as well as senior executives from Toshiba. The event culminated in the lighting of the new screen promptly at 7:30 p.m. in which key Toshiba LED executives collectively pushed the button to light the screen.

The new screen, called Toshiba Vision, replaced the Discover® screen that was inherited when Toshiba purchased the advertising space and is being used to market the Toshiba brand and products. It is a 53 ft. x 53 ft., 73.3 ft. diagonal, full-color, high resolution, video system designed for outdoor, fixed-installation applications and offers virtual 12.5 mm resolution using TECHNOVIRTUAL technology. This technology works through innovative and proprietary two-dimensional, pixel-sharing that creates virtual pixels by sharing LEDs with adjacent ones, allowing customers to achieve the high resolution performance and picture quality that is ideal for outdoor applications. Its light weight design and simplified cabling made installation quick and easy. Furthermore, the screen provides low power consumption and requires little maintenance.

Toshiba produces a versatile range of lightweight indoor, outdoor, and multi-purpose displays that are hallmarked for their outstanding picture quality and product durability. Toshiba is also renowned as the first manufacturer of LED displays to offer modular HDTV screens to the worldwide rental market.

For more information please contact National Sales Manager Charley Bocklet at (800) 231-1412 x 3734 or via email at Charley.Bocklet@tic.toshiba.com. Further information on Toshiba LED display systems can be found at www.toshiba.com/led.



The new Toshiba LED screen as seen in Times Square.