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PR Contact: Loni Luna, Marketing and Communications Specialist
Toshiba International Corporation
713-466-0277 x 3424

TOSHIBA TO HOST LIGHTING CEREMONY FOR NEW LED SCREEN IN TIMES SQUARE



Photo of Old Screen as Seen on New Year's Eve

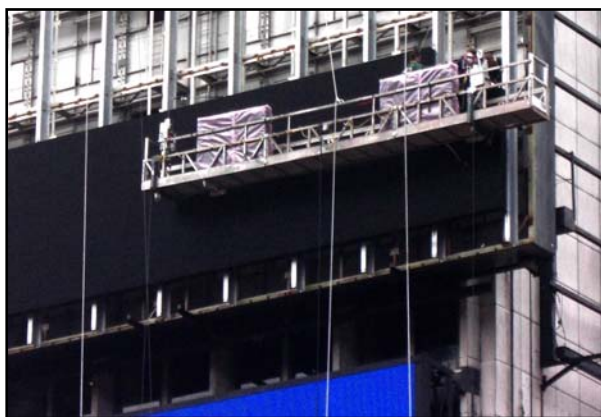
Toshiba International Corporation- Toshiba is in the process of installing its TRV2013GC 12.5 mm LED display screen in Times Square. The screen replaces the Discover® screen that was inherited when Toshiba purchased the advertising space. This new screen, called *Toshiba Vision*, will be used to market the Toshiba brand and products. A lighting ceremony will be held on Tuesday, July 15 at 7:00 p.m. at Chop Suey restaurant at the Renaissance New York Hotel, Times Square to commemorate the occasion.

The new TRV2013GC 12.5 mm screen will be a 53 ft. x 53 ft., 73.3 ft. diagonal, full-color, high resolution, video system. It is 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 make installation quick and easy. Furthermore, the screen provides low power consumption and requires little maintenance.

Toshiba senior executives from several divisions will be present for the special affair. The event will open at 6:00 p.m., with the ceremony beginning at 7:00 p.m. The evening will culminate in the lighting of the new screen at 7:30 p.m. on the same day, July 15.

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.



Workers Installing Toshiba TRV2013GC 12.5 mm Screen
in Times Square