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TOSHIBA EXPANDS HD DVD LINE-UP IN EUROPE WITH LAUNCH OF THIRD GENERATION PLAYERS

- Two 1080p HD DVD players launch to market below €500
- New models add support for 1080p, 24p playback and REGZA-Link (HDMI-CEC¹)
 - EP35 also supports Deep Colour



- HD-EP30



- HD-EP35



Berlin, August 31st 2007 - Toshiba today announces its third generation HD DVD players for the European market, with two new models – the HD-EP30 and HD-EP35 – set to be available to consumers from October 2007.

Following the sleek, stylish design of Toshiba's previous standalone HD DVD players and the REGZA range of LCD TVs, the HD-EP30 and the HD-EP35 not only raise the bar in terms of audio-visual performance, they also continue to lead the next-generation home cinema market in terms of value, with **HD-EP30 sets** to retail at a Typical Purchase Price of 349€ - 399€* and **HD-EP35 sets** to retail at a Typical Purchase Price of **449€ - €499€***.

* Based on Typical Purchase Price ("TPP"). TPP has been quoted for the above products. TPP is based on Toshiba market survey. The final purchase price may vary from reseller to reseller as Toshiba's resellers determine their price in accordance with their own business policies and methods of distribution.

The new players boast market-leading specifications such as 1080p image support. However, both the HD-EP30 and the HD-EP35 introduce new features to the HD DVD range to further enhance the home cinema experience – REGZA-Link (HDMI™, CEC-Link) connectivity and native 24 frames per second playback support. In addition the HD-EP35 also supports High Bit Rate Audio (up to 7.1 channels) via HDMI.

Premium Picture Performance

The addition of 24 frames per second (24Hz) support will be welcomed by home cinema enthusiasts across Europe. Films are traditionally captured at a rate of 24 frames per second. Both the HD-EP30 and HD-EP35 have been designed to run films in their native frame rate, meaning that consumers can enjoy their favourite high-definition movies at the exact **frame rate** in which they were originally recorded avoiding motion judder.

Available 'out of the box' for both of the HD-EP30 and HD-EP35, this feature will also be made available shortly to owners of Toshiba's award-winning HD-XE1 and HD-EP10 HD DVD players via a firmware update.

While both new models also feature 1080p support – the highest output currently available, ensuring the highest possible image resolution – the 'step up' HD-EP35 pushes the high definition image boundaries even further by including Deep Colour support via HDMI. This feature allows compatible display devices to deliver outstanding video quality through an astonishing array of millions of possible colour pixels; blacks appear deeper and more solid, while bright tones are so vivid they appear almost tangible.

Fine-Tuning the Home Cinema Experience

The HD-EP30 and HD-EP35 will also be the first HD DVD players in Europe to feature Toshiba's new REGZA-Link (HDMI-CEC) functionality. This feature offers the capability to control other CE devices with a single remote control. Compatible with Toshiba's **REGZA-Link (HDMI-CEC)** enabled REGZA 2007 LCD TV line-up, this new feature will allow the viewer to turn on their TV, HD DVD player and start playing a film simply by using the HD DVD player remote.

In terms of next generation audio, the HD-EP35 continues the support of 5.1 channel analogue output and is the first Toshiba model to support High Bit Rate Audio (up to 7.1 channels) via HDMI, while both players carry Dolby Digital Plus, Dolby True HD and DTS HD formats.

As with previous models, both players will ensure that existing DVD collections will look better than ever thanks to built up conversion capabilities that will output standard definition content in 720p, 1080i and 1080p. Furthermore, the inclusion of Ethernet connectivity – mandatory on all HD DVD players – will enable consumers to experience unrivalled special features, content and language downloads and exclusive extras as HD DVD software releases continue to push the boundaries of the home cinema experience.

“Toshiba continues to lead the next generation field in terms of both technical specifications and – crucially – price,” said Olivier Van Wynendaele, Deputy General Manager, HD DVD, Toshiba Information Systems (UK) Ltd. “It was under a year ago that we launched the first ever HD DVD player in Europe at what was considered to be a very competitive price point, and that has led to HD DVD capturing a majority share of the high-definition, stand-alone player market. We are now delivering products with premium specifications that offer even greater value to the consumer and will continue to drive the adoption of the HD DVD format.”

ENDS

For more information or photography, please contact:

Madeleine Durrant or Tarek El Hawary

Tel: 020 7229 4400, Email: toshiba@nelsonbostock.com

About Toshiba

Toshiba is a world leader and innovator in pioneering high technology, a diversified manufacturer and marketer of advanced electronic and electrical products spanning information & communications equipment and systems; digital consumer products; electronic devices and components; power systems, including nuclear energy; industrial and social infrastructure systems; and home appliances.

Toshiba was founded in 1875, and today operates a global network of more than 670 companies, with over 191,000 employees worldwide and annual sales surpassing US\$60 billion. Visit Toshiba's web site at www.toshiba.co.jp/index.htm

HD-EP30 and HD-EP35 Specifications:

Type/ Model	HD-EP30	HD-EP35
DVD Video	yes	yes
HD DVD Video	Yes	yes
Disc Compatibility – Playback		
CD-DA	Yes	yes
CD-R	Yes	yes
CD-RW	Yes	yes
DVD-R	Yes	yes
DVD-RW	Yes	yes
DVD video	Yes	yes
HD DVD – Video	Yes	yes
Sound		
7.1 bit stream output (High Bit Rate Audio)		yes
Dolby® Digital Audio Decoder	Yes	yes
Dolby® Digital Compatible	Yes	yes
Dolby® Digital Plus	yes	yes
Dolby® True HD	yes	yes
DTS® Compatible	yes	yes
DTS® - HD (core)	yes	yes
Picture		
1080p 24Hz	Yes	yes
Deep Colour Function		yes
PAL Progressive	Yes	yes
Icon on-screen display	Yes	yes
Slow Motion	Yes	yes
1080p	Yes	yes
1080i	Yes	yes
720p	Yes	yes
Interactive Features		
Interactive HD DVD capability	yes	yes
Connections		
HDMI-CEC (Regza Link)	yes	yes
Analogue 5.1 channel audio output		yes
Analogue 2 channel audio output	yes	yes
Optical audio output	yes	yes
Component video output	yes	yes
Composite video	yes	yes
Ethernet (internet connection)	yes	yes
HDMI output	1	1
Extension terminal	1	1
Other Features		
Remote Control	yes	yes
HDMI Cable Included	yes	yes
DVD Up Conversion		
1080p	yes	yes
1080i	yes	yes
720p	yes	yes

IMPORTANT NOTES:

HD DVD with high-definition content required for HD viewing. Viewing high-definition content and up-converting DVD content may require an HDCP capable DVI or HDMI input on your display device. Up-conversion of DVD content will result in near-HD picture quality. Firmware update may be required for some interactive features depending on content, which may also require an always-on broadband internet connection. Some features may require additional bandwidth. Some recordable media may not be supported. Dolby™ Digital Plus, Dolby™ True HD and DTS™ support for up to 5.1 channels. DTS-HD™ support for DTS™ core only. MP3/WMA audio files not supported. For 24p output, content that was created in 1080p / 24 frames/sec is required. Viewing 24p output requires an HD display capable of accepting a 1080p/24Hz signal. Use of REGZA-Link which is a feature based on HDM-CEC requires an HDMI-CEC compatible display device. Depending on the specifications of your display device, some or all REGZA-Link functions may not work even if your display device is HDMI-CEC compatible. Because HD DVD is a new format that makes use of new technologies, certain disc, digital connection and other compatibility and/or performance issues are possible. This may, in rare cases, include disc freezing while accessing certain disc features or functions, or certain parts of the disc not playing back or operating as fully intended. If you experience such issues, please contact Toshiba Customer Services. Some features subject to change or delayed availability. 1080p capable display required for viewing content in 1080p. Deep Colour feature as specified in HDMI 1.3a requires compatible Deep Colour capable HD display and/or device. HDMI features require compatible HDMI capable HD display and/or device, as applicable. In some cases, the remote control may not operate additional devices or certain features of such devices, in which case, it is suggested that you use the original remote control for the applicable device. To take advantage of web-enabled network content, installing the latest firmware (ver. 2.0 for HD-E1, HD-XE1 and HD-EP10 and ver. 1.0 for HD-EP30 and HD-EP35) is required. Web-enabled features require an always-on broadband connection along with specific movie titles that include this form of content. Use of High Bit Rate Audio requires a High Bit Rate Audio compatible AV receiver. While every effort has been made at the time of publication to ensure the accuracy of the information provided herein, product specifications, configurations, system/component/options availability are all subject to change without notice. Please see <http://www.highdefinitiondvd.eu/> and owner's manual for more information.

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*1080p capable display required for 1080p output resolution.

¹ CEC - Consumer Electronics Control