

## PRESS RELEASE



### **Devita Saraf's best TV launch of 2022 is here - The Vu Masterpiece Glo QLED**

*The Vu Masterpiece Glo QLED in 55", 65" and 75" follows the success of the Vu Masterpiece 85" QLED and comes with new innovations such as Filmmaker Mode, Gaming Processors, Spotify and FractalVu Technology in Armani Gold Metal, and is available on Amazon and Vustore.com*

#### **India, March 2022:**

Devita Saraf, Chairman and CEO, Vu Group at the best TV launch of 2022 said "Vu Televisions launches the **Vu Masterpiece Glo QLED** and this TV is the ultimate showcase of how Vu has blended every aspect of luxury in technology - from Quality, Innovation, Design, Technology, Software, Hardware, Customer Experience and more". She further added on the inspiration behind the TV saying "In this universe of NFTs and Metaverse, art is also becoming digital and you require a platform that really showcases it in a mesmerizing manner and for that what you need is a Masterpiece. This isn't just a TV, this is the Vu Masterpiece Glo QLED!"



Vu Televisions is the first and only brand in India to be associated with an alliance of Top Hollywood Directors like Martin Scorsese and Christopher Nolan to enable **Filmmaker Mode** in the TV. The Vu Masterpiece Glo QLED TV with the Filmmaker Mode shows content in exactly in the vision that the director created it. In most large or small screens, there are a lot of overlays and filters that are added, which take away the essence of how it was intended to be shown by the directors and Filmmaker mode ensures the content reproduction is true to format, colours and effects it was shot in.

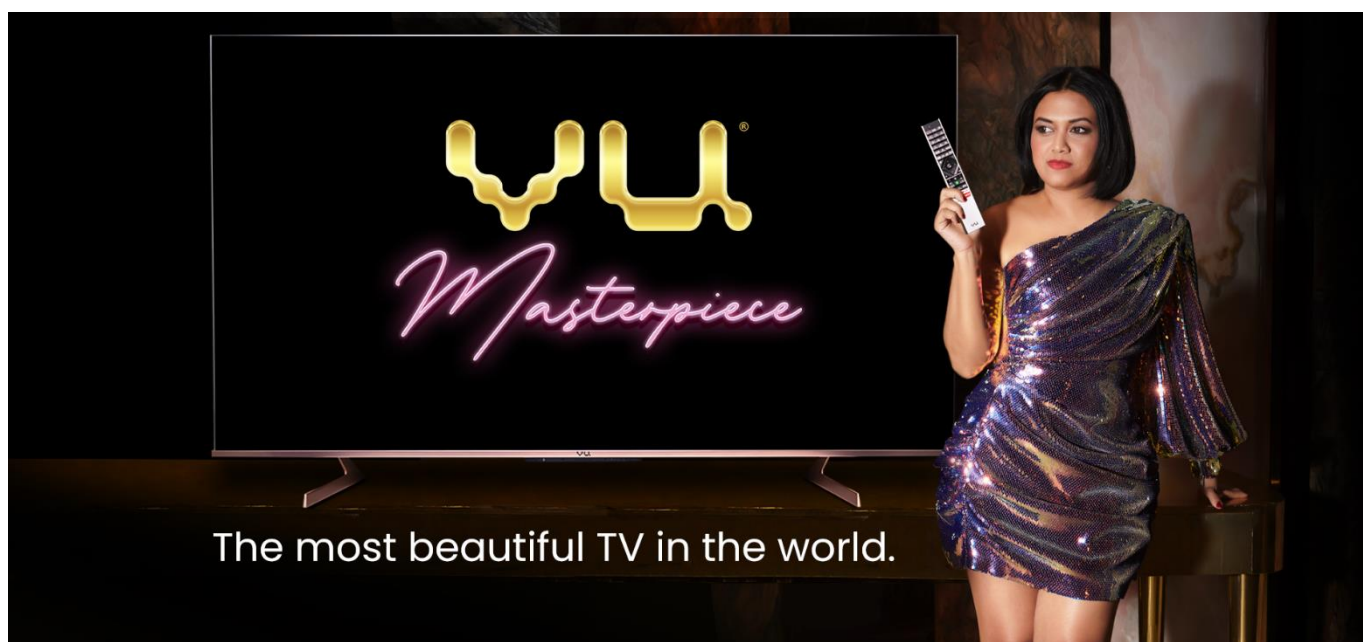
The Vu Masterpiece Glo QLED TV has **800 nits of brightness** with Full Array Local Dimming and is the only QLED that has **120 Hz screen refresh rate**. For the surround sound experience, Vu has created the World's first Built-in 100W Sleek Armani Gold **4.1 Sound System** with Sub-woofers, that really bring a home theatre effect without cluttering your space.

Most importantly in a high-end TV, what matters is the type of content that you want to play on it. With the successful innovations by Vu like the **AI Mode**, the **Cricket Mode** and the **Cinema Mode**, The Vu Masterpiece Glo QLED is now the first television that has **Spotify** and with just click on the remote, it will play your playlist and your TV goes from being from theatre to a DJ in like a minute! The Vu Masterpiece Glo QLED comes with advanced GPUs with a Quad Core Processor and 3GB RAM and 16GB storage which makes it the perfect TV for **Gaming**.

The Vu Masterpiece Glo QLED is crafted in Armani Gold Premium Aluminum Alloy with a bezel-less display and complimenting metal stands with the same sleek design and precision that used in luxury cars and watches, which makes it a true Masterpiece even when you just look at it. Additionally, the TV is equipped with a Built in Far-Field Array Microphone for Hands free voice search which enable the user to command the TV with searches like Show the Movie, Fast forward, Increase the volume, change the input and many more.

Vu Televisions has been the experts in television for over a decade and have their own R&D where the product is built from scratch to masterpiece considering that the content will be played on a big screen which has a real estate of 140 mobile phones, and make sure that every corner of the television is able to showcase the perfect picture quality suitable for every viewing angle. To enable this Vu has created the FractalVu technology. FractalVu is inspired from the naturally occurring pattern called fractals. Something as simple as a leaf and look at it under a microscope you see a smaller version of the same leaf and the pattern repeats itself to infinity. Learning from how nature creates detail, Vu took this idea and built a screen which is a mosaic of multiple micro screens each with its own fractal intelligence in which the blacks look deeper and colours look truer.

The brand had launched the Vu Masterpiece 85" QLED in 2020 and is the highest selling 85" TV in India. The Vu Masterpiece Glo QLED will be available on Amazon and Vustore.com at Rs. 74,999 for 55inch, Rs. 99,999 for the 65inch and Rs. 179,999 for the 75inch.



### **Filmmaker Mode and World of Content**

Membership of Alliance of Top Hollywood directors like Martin Scorsese and Christopher Nolan | Shows content as it was intended to be shown by the director | Official Android | Google Play Store | Netflix, Prime Video, YouTube, Google Play & Spotify Licensed Apps on Remote | Google ChromeCast | Cricket Mode | Cinema Mode | AI Mode

### **FractalVu Technology for Picture Quality**

Engineering Technology of developing big screen TVs that are close to FractalVu | 4K Quantum Dot Technology | 800 Nits Peaking Brightness | Full Array Local Dimming | Dolby Vision IQ | Quantum HDR10 Plus | 100% Color Volume | 120Hz Panel Refresh Rate | 240Hz Motion Rate | MEMC

### **Spotify Experience on 4.1 Speakers**

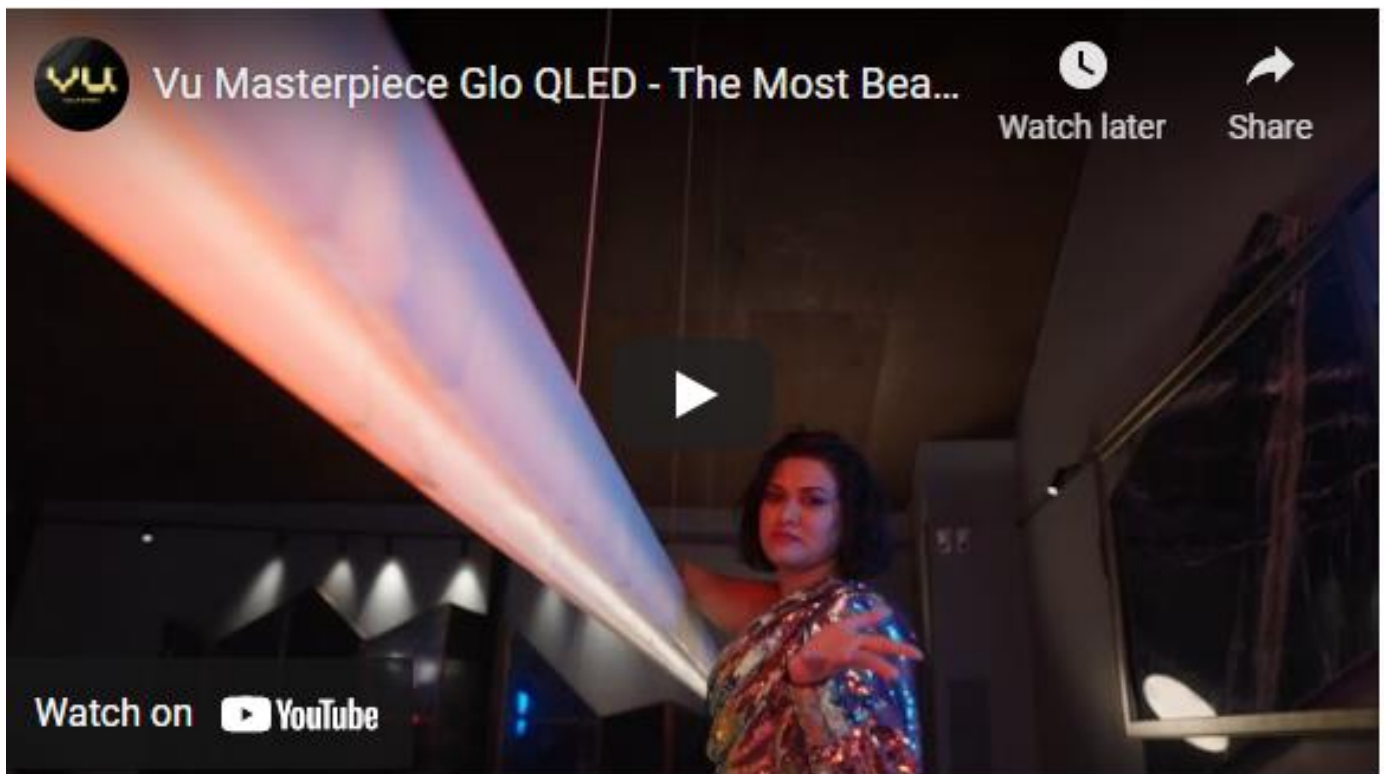
Spotify hot-key on TV Remote | Dolby Atmos | Audio-only Mode | Built-in 4.1 Speakers includes Subwoofer | Built-in 100watt Sound | 5-Speakers, including 4-Master and 1-SubWoofer

### **Modern Aesthetics and Far-field Mic**

Armani Gold Aesthetics | Bezel-less Display | Premium Aluminium Alloy Material | Scalene Triangle Stand | Far-Field Microphone for Hands-Free Voice search

### **The Gamer's TV**

4K@120Hz | HDMI2.1 | Advanced GPU and APU | Game Mode | AMD FreeSync | ALLM (Auto Low Latency Mode) | VRR (Variable Refresh Rate) | HDR Gaming | Quad Core Processor | 3GB RAM + 16GB ROM



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## **About The Vu Group**

Founded in 2006 in California, The Vu Group is an innovator and manufacturer of premium televisions and intelligent displays. The company has a revenue of Rs.1000 Cr (\$130 Million) with over 3 Million TVs sold since inception. Vu Televisions specializes in QLED, 4K and large size TVs and is also recognized for the industry's best customer service with its ISO 9001-certified 24x7 customer support centre.

Vu has been known for being the innovator in the TV industry with its ability to understand the consumer's future lifestyle and create products that are high quality and well designed with a range of features. The product innovations of Vu TVs include The Vu 100 - the world's largest TV, the Vu Cinema TV and the Vu Intelligent TV. The feature innovations of Vu TV includes FractalVu Technology, Pixelium Glass Technology, ActiVoice Remote, Upscaler Technology.

The 2022 product range of Vu Televisions includes the Vu Masterpiece QLED, Vu Cinema TV, Vu Premium TV and Vu Videoconferencing.

Website: [www.vutvs.com/](http://www.vutvs.com/)

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