



Vu Televisions launches the Vu 75” QLED Premium TV on Flipkart

Mumbai, 7th January 2022: Vu Televisions is the market leader in the luxury TV segment has launched Vu 75 QLED Premium TV, which is the new addition to the brand’s range of QLED TVs. The Vu 75 QLED Premium TV will initially be available on Flipkart at a price of Rs. 1,19,999/-. The brand’s first launch of the year 2022, Vu 75 QLED Premium TV invites the viewers to step into the world of QLED and go on a virtual vacation - With its extraordinary 75” screen, Quantum Dot technology, Dolby ATMOS 40W Speaker, Android 11 OS and an increased Colour Depth Perception, viewers feel like they are in the actual location of their travel. The television has been designed with a modern aesthetic in a charcoal grey metal to match the contemporary trends of homes and offices alike.

“Vu Televisions invented the concept of “luxury in technology” in 2006 in California, and with the Vu 75 QLED Premium TV, the brand continues its commitment to provide beautiful and intelligently designed products at great price points. Vu Televisions is the highest seller of 85” QLED TVs with its signature, Vu Masterpiece 85” TV which is priced at Rs. 3,50,000/-, and the has sold over a thousand units of the same. The Vu 75 QLED Premium TV is our first launch of the year and we look forward to increasing our market share in the ultra-premium category of TVs in India” said Devita Saraf, Chairman and CEO, Vu Group.

Step into the world of best-in class Picture Quality

The Colour Depth Perception in Vu 75 QLED Premium TV works with Dolby Vision, HDR10 and HLG technology intensely in order to enhance the colour details, depth, sharpness and the black & white levels by maximizing the contrast and colour accuracy to bring out true colours while giving enhanced levels of clarity, even in the darkest areas for a superior viewing experience. It provides unbelievable colour accuracy compared to other 4K TVs, which is far purer than conventional 4K TVs. It also has high-performance 4K QLED - Quantum Dot optical materials which controls multiple zones backlight and improves TV’s colour performance, by creating wide range colour and uses the most suitable contrast level according to content being played on screen.



Step into the world of immersive audio clarity

The brand's new launch TV comes with 4-speakers with 40-Watt output which create an immersive experience through sound effects along with Dolby Atmos and Dolby audio processing. The 2X Master Speaker handles low and mid-range of sound frequency i.e. vocal and bass, while the 2X tweeter speakers control the higher frequency i.e. treble. Additionally, works with Dolby Atmos enabling you to experience the immersive surround environment. It also has Dialogue Enhancer Technology which allows you to hear clear audio while enjoying your favourite OTT content.



BUILT-IN SOUND

- 40W Immersive Speaker
- Dolby Atmos
- Dialogue Enhancer

Modern Aesthetics with Powerful Performance

With its incredible charcoal grey metal frame, it looks like a piece of art. Vu 75 QLED Premium TV comes with a 64-bit Quad-Core Processor and 2GB RAM that allows for smooth operations at all times. The new generation 4-core CPU with a powerful GPU and 16GB of storage space offers a seamless streaming experience for your favorite content. It supports Bluetooth 5.0 where one can connect multiple devices like Gaming controller, Headphone, Speakers, Keyboard and Mouse via Bluetooth. It also has HDMI 2.1 with eARC which allows for gaming at 4K for resolutions of up to 10K and frame rates of up to 120fps.



MODERN AESTHETIC

- Charcoal Grey Bezel
- Metal Frame Design
- Metal Table-Top Stand



POWERFUL PROCESSOR

- Quad Core processor
- 16GB Storage 2GB RAM
- Dual Band WiFi

Stream Intelligent and Game like a Pro

Vu 75 QLED Premium TV comes with Google official Android 11 OS and preloaded with licensed NETFLIX, Amazon Prime Video, Hotstar and YouTube. Vu's ActiVoice Remote comes with OTT hot keys and Google Assistant to make your life easier with touch of a button. This TV enables your phone, tablet & laptop supporting iOS, Windows and Android OS based gadgets to wirelessly cast your content. It even supports auto low input lag to automatically switch game mode to reduce input lag when it senses the gaming signal from the game console. Additionally, MJC setting adjust motion interpolation and sets lowest input lag possible for a 4K @ 60Hz + 10 bit HDR input signal.



INTELLIGENT CONTENT

- Official Android 11
- Vu ActiVoice Remote with OTT keys
- Wireless Casting from Apple, Windows & Android



GAME MODE

- ALLM + MJC
- 120Hz Motion Rate
- HDMI 2.1 with eARC

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 4K and large size TVs and the products are sold across online and retail stores across India.

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 include Pixelium Glass Technology, ActiVoice Remote, Upscaler Technology for OTT applications.

The company is also recognized for the industry's best customer service with its ISO 9001-certified 24x7 customer support centre. In 2020, Vu TVs won the following awards in 2020 - BGR award for Most Promising TV brand of the year, Exhibit award for Tech Leader of the Year, Stuff award for TV of the Year and The Unbiased Award for the best Television brand of 2020.



Website: www.vutvs.com/

Instagram: www.instagram.com/vutelevisions/

Facebook: www.facebook.com/vutvs

Youtube: www.youtube.com/thevugroup