



Vu Televisions launches Premium Quality 32” Smart TV

Mumbai, 27th January 2022: Vu Televisions launches Vu Premium 32” Smart TV which is initially available on Flipkart at a special launch price of Rs. 12,999/- starting 26th January 2022. With the launch of Vu Premium 32” Smart TV and the brand’s excellent customer service, product quality, premium design and unique features, which makes it exciting for the consumers to **#UpgradeToVu**



Product: Vu Premium 32” Smart TV

Premium Design, Display and Contrast

It is made of sturdy quality ABS+GF materials and comes with a plastic matt black bezel along with glossy black decorative strips which add pulsating luminosity to it. Vu created the frame-less design in this 32” TV, which is very highly precise machine work that gives it a premium aura. The bezel-less design helps the viewer with more attention towards the picture and less distraction from bezel. The Vu Premium 32” Smart TV comes with A+ grade high-luminous panel that ensures uniform brightness across all edges and corners for the best viewing experience, even in daylight. The Adaptive Contrast enables enhanced picture detailing which shows every picture detail with intense contrast, it automatically darkens dark areas and lightens light areas of images to see more details.

Premium Sound and Clarity with Audio Mode

It comprises 20W Speakers with Dolby Audio, having Dialogue Clarity to boost the frequency range of the human voice, so the dialogue is clearly audible above audio or surround effects. Vu Premium 32” Smart TV uses DTS TruSurround to deliver an immersive surround sound experience from its 20W speakers. The Bass Boost uses DTS TruBass to enhance the perception of bass frequencies to provide deep, rich bass response from the built-in speakers. The user can select the speakers as required like the Built-in TV speaker sound or connect your external sound system with a variety of connections like ARC, Optical or AUX connectivity. For the music lovers, who want to listen to just the music, with the help of Audio only mode, the display will not show the picture so that you simply enjoy your favourite music without getting distracted by the visuals.

World of Entertainment

Vu’s Smart Remote comes with OTT hot keys that allow the user to quickly access the desired OTT platform and start watching their favourite content. Vu Premium 32” Smart TV supports the DIAL (Discovery and Launch) from YouTube & Netflix that helps the users to push the video broadcasting on the smartphone or

Pad to the TV. Adding to it, the device also has screen-mirroring from mobile device screen to the TV with the help of Vu's AnyView Cast. The DLNA network enables TV to share content from computer, Tablet & smartphone on Wifi or LAN. Vu Premium 32 Smart TV comes with enhanced Cinema Day & Night Mode which allows the user to watch movies and their favorite content in a bright or dark environment. It calibrates the refresh rate and resolution for best Gaming and computer mode experience.

Powerful Performance with Energy Saver Mode:

This Vu TV comes with a 64-bit Quad-Core Processor and 1 GB RAM for smooth operations. The new generation 4-core CPU with powerful GPU and 4 GB storage offers seamless performance for functioning and streaming of your favourite content. Vu Premium 32" Smart TV uses a micro prism array and LED, which not only help to enhance the brightness but also reduces overall power consumption. This ultimately helps to reduce the energy consumption and increase the operating hours of TV more than 50,000hrs. It has also been 5-star certified by BEE.

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 PAN 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 2021, Vu TVs won the 4K TV of the year award at Exhibit Tech Awards 2021. and 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/

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