

# GRUNDIG

Media release

For immediate release

## **Grundig has the market covered with three new ranges including remarkable new FHD LCD TVs**

Grundig has always been at the forefront of innovation in television having been the first company in the world to begin series production of 100-hertz televisions as well as the first company to offer a range of integrated Digital Televisions to the Australia market. In another first from Grundig, it's new Digi 200 TV chassis featured in its new Lenaro FHD range will set a new standard in LCD TV with its natural picture display and optimal user-friendliness.

In 2007 Bush Australia Pty Ltd will launch the Grundig Lenaro FHD LCD TV as its flagship range together with two other all new Grundig ranges especially designed for the Australian market. The three different LCD TV ranges will ensure all segments of the market are well catered whether your customers are looking for quality on a budget, fully integrated systems or the very latest in full HD technology.

Grundig's Elegance range is ideal for those wanting European design and exceptional quality at an affordable price. As its name implies, the Elegance range has a sleek, minimalist design and is the first to incorporate touch sensitive controls and swivel base stands are included as standard. All models in the Elegance range are HD Ready with HDMI inputs. Offered in five sizes 19" 26" 32" 37" and 40", the Elegance range is priced from just \$599 rrp to \$1,999 respectively

For those wanting a neat, space saving, fully integrated solution, Grundig has the new Cinema LCD HDTV integrated digital tuner range. Offered in two generous screen sizes, a 40" for \$2,799 rrp and a 46" model for \$4499 rrp, the Cinema range will target the large screen home cinema customer. Both Cinema LCD TV's again come with swivel stands and dual HDMI inputs and are notable for exceptional sound quality thanks to the Grundig Magic Fidelity sound system.



Both the Elegance and Cinema ranges were launched in February 2007.

Following in April, Grundig will launch its first ever range of FHD (full high definition) LCD TVs offering an unmatched television experience for those that want the very best. FHD features 1920 x 1080 pixels, totalling around six million colour pixels which is two million more than the offering of current HD TV.

European engineered, designed and built, the Grundig Lenaro range represents a new era for HD television equipped with Grundig's exclusive HD Evolution technology and state of the art features such as Full HD; Motion Compensation for smooth moving images. Digital Reference Plus II & Dynamic Contrast Plus ensuring the best possible contrast, completely natural colours and optimal depth of focus; Magic Fidelity and Virtual Dolby Surround, with two tweeters and mid-range speakers and an integrated subwoofer, providing brilliant sound which brings the feel of a cinema into your home.



The core of the Grundig HD Evolution LCD-TV is the new Grundig technology Digital Reference Plus II in the Digi 200 chassis platform engineered by Grundig. A state-of-the-art high-speed chip with parameters specially developed by Grundig for picture optimisation which makes it possible to optimise incoming HDTV signals through the processing of each individual pixel, and to recognise and eliminate picture faults. The capability of the chassis technology is enhanced by the optimal relationship to the installed LCD panel.

The whole package is rounded out by peripheral devices of all types via HDMI and DVI, including HDCP copy protection, and ensures that the Grundig Lenaro FHD TVs leave nothing to be desired.

The Lenaro range's design is no less remarkable with its stunning high gloss finish. Grundig will offer the Lenaro in a choice of 37" and 42" models.

**For further information regarding the above products or additional products from the Grundig range please visit [www.grundig.net.au](http://www.grundig.net.au) or call 1300 131 072**

**For media information or hi-res images please contact: Michelle Myers, A Little Extra on: 02 9999 0853 or via email: [michelle@alittleextra.com.au](mailto:michelle@alittleextra.com.au)**