

For Immediate Release

Aisen introduces its first UHD HDR Smart TV, 'A55UD970', with unprecedented colour levels, priced for Rs. 52,990/-

- *A+ Grade IPS Panel, High Dynamic range with Wide Viewing angle*
- *Designed to suit Indian Power fluctuations*
- *First Brand to offer comprehensive 3 Year Warranty*

Aisen, the high tech brand bringing balance in smart innovation with exceptional quality, introduces its **Ultra High definition Smart TV, 'A55UD970'** a new standard of high definition that raises the viewing bar higher than ever, **the budget model of the year**, with plenty to offer, maximizing your entertainment experience. **The life-like picture quality on the A+ Grade IPS panel, exquisite brightness alongside 20W speakers & wide viewing angle, the latest comes with plenty of high calibre specs.**

The stunning 4K picture is packed in **slim bezel design** to seamlessly blend in with your home's décor, an impressive combination of technology, delivered in a particularly attractive design.

Experience the vivid detail with **4x resolution UHD HDR (High Dynamic Range) resolution** that enhances the viewing experience with true to life colour and brightness. With impressive brightness and zero pixel defect, thanks to A+ Grade Panel, the on-screen images comes to life in contrast, brightness, colour reproduction and details to offer the enriching involvement of brightest and darkest colour efficiency.

With its **360 degree design**, watch all the action on screen clearly, even from the sides, without losing out on the picture brightness, colour shifts, and black levels.

Enhance the visual experience with **crystal-clear sound with its Dolby Digital Audio**. The 20W speakers offer sharp and loud audio that complements the HD quality of the video. Additionally, the TV comes with several connectivity options, which includes, **2 distinct USB ports, 3 HDMI ports and an AV input as well**. No more hassling into wires, just Plug, Share and Play.

"We are excited with the launch of our TVs in the Indian Market. Aisen as a brand is committed to deliver affordable, yet uncompromised quality products with latest features and specs, reassuring the reliability with additional warranty to our customers. Indian households can now have elevated experience of latest world class products well within their budgets." says Mr. Vinit Agarwal, Director, Aisen India.

Redefining the dynamic experience is the immersive '**Aptoide store**' with inbuilt games, browsing, android applications and e-sharing that brings you the complete experience of

Key Feature

- 4K UHD Display
- TruLife Colour Picture
- Clear Sound
- Smart TV
- Aptoide Store
- Dolby Digital Audio
- E-share
- 2 x USB, 3 x HDMI, AV Input



the TV. So, say no to wires. The TV is also equipped with the advanced **E-share app**, to easily share your data, and cast the phone screen onto the TV. Now, enrich your viewing and gaming experience, with a Bigger Picture. Equipped with several features and energy efficiency the **Power saving mode** automatically adjusts the backlight and brightness of your TV, which also helps reduce the stress and fatigue to your eyes while viewing TV in dim or darker rooms.

The product is already available with leading retail stores across various cities in India.

About Aisen:

Under the guidance of the group company Vishal Video & Appliances Private limited a 1000cr conglomerate, Aisen brings 35 Years of experience to the Consumer Durable Market in India.

With the unlimited passion for Technology & relentless pursuit of innovation, Aisen brings products that define **Innovation with great value, Promise and personality**. *With a commitment to quality and pride of being manufactured in India, Aisen aspires to find a place in every customer's heart and room, bringing unparalleled experience.*

Powering Market penetration with unmatched distribution, Aisen is available with more than 3000 Retail stores.