

World's First Cinema Proportion TV

Written by Bob Snyder
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Philips Shows World's First Cinema Proportion TV



IFA holds its Press Conference each year well in advance of its late-August Berlin show. This year the trade show organizer came to Malta where industry sponsors demonstrated products to the more than 300 top technology journalists (including RAVE EUROPE).

Most interesting were the high end residential TV ranges like Loewe and the new Philips 21:9 cinema proportion TV. Philips linked their presentation to the new James Bond. Grab some popcorn and see the demo here...

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