

The First BeoPlay TV

Written by Marco Attard
15. 05. 2012

Bang & Olufsen launches the BeoPlay brand with the V1, a side-lit LED HDTV available in 32- and 40-inch sizes.



It has a number of interesting features such as a front-built light sensor that dynamically adjust image contrast depending on the light in the viewing environment and a slot fitting an Apple TV2 inside the connection panel on the back.

Built-in 5.1 audio (supposedly "liberating the viewing experience from the wall" by limiting wires) features Class D ICEpower amplifiers.

Connections include x5 HDMI inputs and a USB port for playing media from external sources. Display refresh rate is 120Hz.

The V1 comes in black or white, and the company offers 5 different fabric sleeves (in gray, green, yellow, pink and black) allowing users to change the look of the TV.

It ships with the Beo4 remote and a floor stand.

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