

## Bowers & Wilkins Audio for Philips TVs

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TP Vision, the current holder of the Philips brand for TVs, announces a "multi-year exclusive partnership" with Bowers & Wilkins-- one promising to bring about "new reference visual and audio performance standards" in TVs.



The partnership has the two companies share engineering resources to "design and develop a long series of ground-breaking products" based on bespoke technologies. The two companies will also share engineering localities, with TP Vision currently holding an Innovation Centre in Ghent, Belgium while Bowers & Wilkins has recently expanded its UK-based R&D base.

"Our new partnership with TP Vision presents a fantastic opportunity to help redefine the parameters of sound quality & performance on a TV," Bowers & Wilkins remarks. "The superb new line of Philips TVs will introduce our well-known audio performance to a new consumer audience who will be able to enjoy first-hand, the incredible experience only we can provide, "Sound by Bowers and Wilkins.""

The first results of the TP Vision - Bowers & Wilkins collaboration will be revealed at IFA 2018.

Go [TP Vision and Bowers & Wilkins Announce Partnership](#)