



Contact: Sarah Haag
Precipio Partners
A Brodeur Worldwide
Company
(617) 585-2780
E-mail:
shaag@precipiopartners.com

TOSHIBA SHOWCASES DVD-VIDEO PLAYER LINE AT CES 2003

Lineup Features New Active Lifestyle Design Portable DVD Player and Industry's Only 80GB Hard Disc Drive DVD Recorder

CES, LAS VEGAS, January 8, 2003 – Toshiba, a primary developer and leader in DVD technology, is demonstrating at CES its comprehensive lineup of new DVD products designed to satisfy the market's fast-growing demand for superior quality DVD entertainment. The company continues to expand its broad range of DVD products and feature sets with the industry's first ergonomically and fashionably designed portable DVD player (SD-P1200) and the industry's only DVD recorder with an 80GB built-in hard disc drive (RD-X2).

“Toshiba’s leadership role in the DVD industry means we never stop looking at the category and how we can design products that are smart, functional and take full advantage of the latest DVD technology,” said Jodi Sally, Director of Marketing for Toshiba Video Products. “This year we continue that tradition by enhancing and expanding our portable line-up and combination products, while adding even more features to our mainline products.”

Toshiba’s state-of-the art portable DVD line includes the new SD-P2500 (MSRP \$899.99) model, a player with an ultra-high resolution (1024x600 pixel resolution) 8.9” widescreen LCD, progressive scan output and 2-channel DVD-Audio compatibility. The

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SD-P2500 also features a SD/SM/MMC Memory Card Slot for JPEG viewing. Toshiba also introduces this year the SD-P1200 (MSRP \$699.99) model, the market's first portable player with a "sure-grip" design in a creative, eye-popping color. The rubberized cabinet design minimizes the unit from slipping from the user's hands or smooth surfaces.

On the DVD recording technology front, Toshiba continues its tradition of leadership with the RD-X2 (MSRP \$1,499.99) with 80GB hard disc recording capability and DVD-R/RAM. This model offers a variety of features such as Time Slip, which allows the user to pause live TV, and Chase Playback which enables playback while recording is still in progress.

Toshiba's lineup also includes the new progressive scan SD-3900 (MSRP \$149.99; March 2003) that features a silver chassis. The SD-2900 (MSRP \$129.99; March 2003) features a new slim cosmetic design and comes equipped with component video outputs compatible with Toshiba's finest televisions. Both models offer WMA/MP3 compatibility, Digital Photo Viewer and Digital Picture Zoom.

Complementing the full featured SD-V290 (MSRP \$229.99) DVD/VCR combination unit, Toshiba's new SD-V390 (MSRP \$249.99; March 2003) brings the added benefit of ColorStream Pro® progressive scan output that ensures a more film-like experience. Both models integrate a 4 head HiFi VCR with a full-featured DVD player. Both models permit DVD playback while recording a TV broadcast on VHS.

Toshiba has also made significant enhancements to picture and sound quality. Select models include features such as Enhanced Picture Mode, which allows the user to select a viewing mode based on the type of DVD being viewed, and an Enhanced Audio Mode which includes a

Dialogue Expander and virtual surround sound. A Bookmarking function permits users to set favorite scenes on any loaded DVD disc for instant access.

About Toshiba America Consumer Products, Inc.

Toshiba America Consumer Products, Inc. is an independent operating company, owned by Toshiba America, Inc., a subsidiary of Toshiba Corporation, a world leader in high technology products with subsidiaries worldwide. Toshiba America Consumer Products is a pioneer in DVD technology and a leading manufacturer of a full line of home entertainment products, including televisions, home theater projectors, combination products and portable devices. Toshiba America Consumer Products is headquartered in Wayne, New Jersey with production facilities in Lebanon, Tennessee. For additional information please visit www.toshiba.com/tacp.

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