

Price Disruption: \$1500 Price For 50" Ultra HD

Written by Bob Snyder
22. 04. 2013



In USA, Seiki sets a new low with a 50" Ultra HD edge-lit LED LCD TV at \$1500 suggested retail.

That may trigger a mass market for 4K Ultra High-Definition TV but Seiki Digital but it also adds pressure on TV makers trying to come-back from a few years of terrible losses.

Seiki's 50-inch is one of the smallest offering native 4K by 2K (3840 by 2160) resolution.

Westinghouse Digital also has announced plans for a 55" Ultra HD model at \$3000 and a 65-inch version at \$3995.

Compare that to Sony in USA who just announced on April 7th their "low cost" bid: a 55" 4K Ultra at a \$5000 suggested retail, a 65" at \$7000, and a \$25,000 Ultra HD 84".

This is the first such set to be introduced in the USA by Seiki. In an ironic twist, the Seiki push on low cost TVs is fueled by patent acquisition from...Vizio, the American market leader in low cost LCD TV. Without the Vizio success, other low cost TV sellers might not have a role model

Price Disruption: \$1500 Price For 50" Ultra HD

Written by Bob Snyder

22. 04. 2013

(and therefore investors!) to face up against incumbent international YV brands.

Go [Seiki Buys Into Vizio Patents](#)