

Panasonic Intros 4K TV Lineup

Written by Marco Attard
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The Panasonic Convention reveals the company's 2015 4K TV lineup, one complete with both flat and, for the first time, curved sets in a variety of sizes and specifications.



On the top Panasonic tier are the 4K Pro models. Armed with what the company describes as a "reference grade" Studio Master processor, 4K Pro TVs promise "professional-grade" colour accuracy with 1024 gradation steps and advanced colour management.

Pushing images is a "Super Bright Wide Colour Phosphor" panel, a combination of advanced LED backlighting and colour filter Panasonic claims delivers up to 98% of DCI colour space while using less power than Quantum Dot equivalents.

4K Pro models include the flagship CX800 series (available in 40-, 50-, 55- and 65-inch models) and its curved equivalent, the CR850 (in 55- and 65-inch sizes). Identical in all but form factor, the two series are HDR-capable and offer up to 500 Nits brightness.

On the entry level is the 40-inch 4K CX400. Panasonic says all 4K TVs carry built-in HEVC and VP9 decoding, as well as four 4K-enabled HDMI inputs.

Interestingly, a number of 2015 Panasonic TV ranges (namely the (CR850, CX800, CR730, CX750, CX700 and CX680) also offer a change in TV UI with Firefox OS, a Mozilla collaboration dividing the home screen in different "decks" for easier switching between live TV, apps and connected devices.

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