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29. 03. 2017

Panasonic keeps the 3DTV dream alive with the EX780-- a 4K LED TV flagship featuring a Super Bright panel with "Supreme Contrast" powered by the Studio Colour HCX2 processor.



Compatible with all 3D Blu-ray players, the EX780 comes in 75-, 65-, 58- and 50-inch sizes, and offers optimised digitally enhanced local dimming of LED backlighting for better black level detail and HDR. An HDR Brightness Enhancer further optimises HDR quality when viewed in brightly lit rooms, while peak brightness clocks at around 500 nits.

A Switch Design incorporating cable management within the stand's central pole allows customers to fix the 50- and 58-inch versions in any of four vertical positions for a freestanding or cabinet-mounted design solution. The 50-, 58- and 65-inch models can also be installed with a swivel option for more viewing angle flexibility.

The EX780 is the only 2017 Panasonic TV with 3D support. In non-3D TVs the lineup features the EX700, a 4K HDR set available in 65, 58-, 50- and 40-inch sizes with peak brightness of 350 nits, and the EX600, an entry-level 4K HDR TV available in 65-, 55-, 49- and 40-inch sizes.

All Panasonic Smart 4K TVs feature the Home Screen 2.0 connected platform-- an evolution on the 2016 Firefox OS as further developed by the Panasonic development team. It promises a refined "pin" interface with a folder system, a Media Player app with 4K HDR 10 support and integrated Netflix, Amazon and YouTube 4K HDR streaming.

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