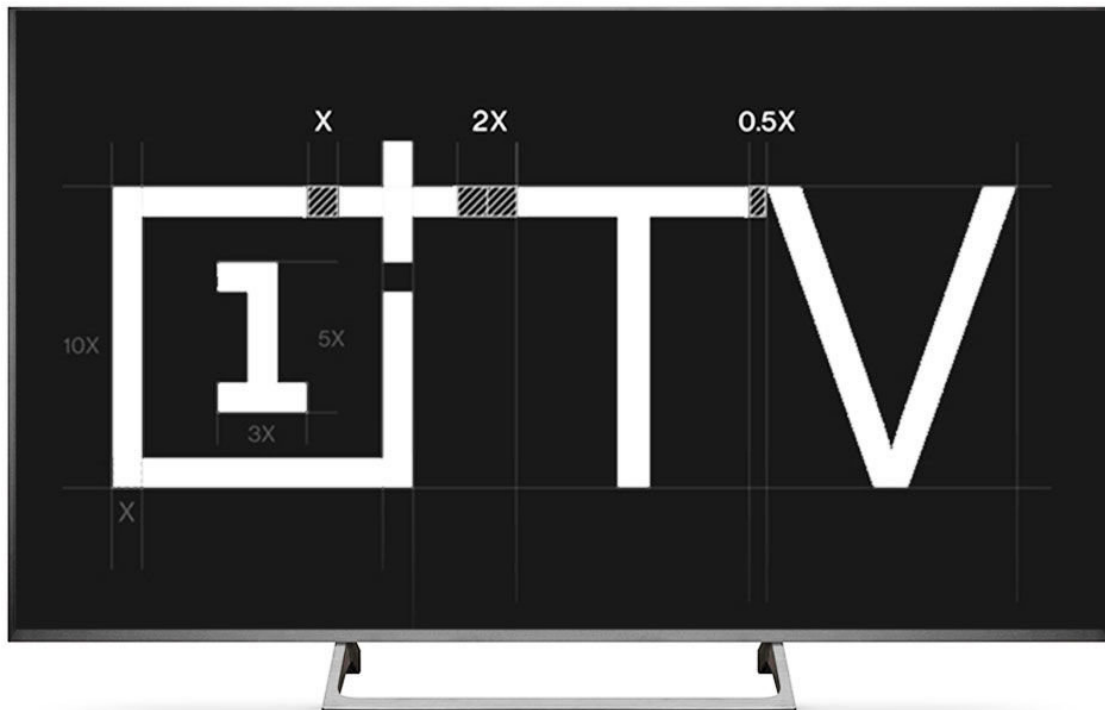


OnePlus Details TV Plans

Written by Alice Marshall
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OnePlus starts drip-feeding details on its upcoming TV, starting off with the name-- it's "OnePlus TV," shockingly enough-- and an initial September 2019 release date in India, with Europe to follow on a later, unspecified date.



Founder and CEO Pete Lau first took to the OnePlus forums to announce the TV plans [back in September 2019](#)

. Back then, the promise was of a TV with "premium flagship design, image quality and audio," as well as the capability to "seamlessly connect the home." But why will it first launch in India? As Lau puts it, OnePlus has "a very positive relationship" with content providers in India, ensuring customers in the most populous democracy in the world have plenty to watch on their OnePlus TV.

In terms of actual details on the hardware making the OnePlus TV, so far we know the TV will feature a 55-inch QLED panel. However rumours suggest 43- and 75-inch will also be available,

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at least in the US and China. Meanwhile, in an interview with Gadgets360, Lau promises a premium set with a "slightly cheaper" pricetag compared to equivalents from the likes of Sony and Samsung, the result of a "strategic partnership" with Amazon.

Lau adds the TV runs on a version of Android TV featuring an "improved" UI on top. Users will be able to pair the TV with a OnePlus smartphone, allowing for "much more smooth and more seamless" text input, alongside other potential functionality. In addition, the experience with the OnePlus smartphones and base has brought input as to what customers (or at least OnePlus fans) want from a TV.

As mentioned earlier, the OnePlus TV will be first available in September, with no word as to when it will arrive in our part of the world.

Go [OnePlus TV: Imagination and Intelligence](#)

Go [OnePlus CEO on OnePlus TV Price and His Vision of the Future of TV as a "Smart Display" \(Gadgets360\)](#)