

Grundig Has Fire TV in OLED Screen

Written by Marco Attard
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Grundig uses IFA 2019 to announce the Fire TV Edition-- a series of TVs including the first OLED TV with built-in Amazon Fire TV capability, available with or without far-field microphones allowing for voice control.



Based on "last generation" LG OLED panels with wide colour gamut and support for HDR10 and Dolby Vision, the Grundig OLED Fire TV Editions come in 55- and 65-inch sizes. Both feature a 10-speaker system able to output Dolby Atmos sound, while the Fire TV allows users to view both broadcast TV and content from a wide range of streaming services, including Netflix, YouTube, Prime Video, ARD, ZDF, ProSieben, waipu.tv and more. The TVs also handle audio streaming from the likes of Amazon Music, Spotify and TuneIn.

The voice-capable version includes x8 integrated far-field microphones and beamforming technology. Users can ask Alexa to turn on the TV, adjust volume and play, rewind, fast forward and navigate through content, as well as search for a movie or genre and switch channels. Alexa capability also allows for the control of compatible smart home devices such as thermostats, lighting, smart blinds, smart locks and security cameras. In order to allay privacy concerns, a button below the TV mutes the microphones.

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IFA also has Grundig present a pair of LED TVs with built-in Fire TV-- the Vision 7 Fire TV Edition (a UHD resolution set available in 43-, 49-, 55- and 65-inch) and Vision 6 Fire TV Edition (with HD resolution in 32-, 40- and 43-inch). The Vision 7 ships in a choice of black, titan or white colours, while the Vision 6 comes in black and white.

All the above mentioned Grundig TV ship from November 2019, at least in Germany and Austria.

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