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## Toshiba turns off televisions

### Adds on/off switch to television range

by Stuart Miles published on 21 February 2008

Hold the presses, Toshiba has introduced an on/off switch to its televisions.

According to company all CV and XV television models will now be able to be switched off promoting a greener image for the company.

"It used to be the Chelsea tractors that where the brunt of eco concerns, now it's the consumer electronics industry", a spokesman for the company said at the company's annual spring launch event in the UK.

"Now we are giving consumers the choice to turn our televisions off."

The move, which might seem obvious is surprisingly innovative. Neither Samsung, Sony, LG or Philips models currently offer an off switch on the television, instead only giving consumers the option to put into standby.