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Sony finally takes OLED XEL-1 to market

IFA 2008: Loves those skinny models

by Chris Hall published on 28 August 2008

Sony has been showing off its OLED model for some time, but the XEL-1 will be hitting stores near you soon.

On a day when Sony has pushed a number of super skinny models, the XEL-1, Sony claim, is the first OLED TV available to the European market.

The OLED thrives in the outstanding image quality that the self-illuminating screen can deliver. With a svelte 3mm screen and a contrast ratio of more than 1,000,000:1, it represents, Sony say, the "pinnacle of excellence" in TV technology.

The XEL-1 boasts a 27mm (10.6in) OLED screen, and a Sony spokesperson told us the price would be around 2500 euros.

