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Toshiba Regza ZV upscaling televisions launch

Makes SD "near HD"

by Amy-Mae Elliott published on 10 November 2008

Toshiba has announced the UK launch of the new Regza ZV series that the company says is the world's first upscaling TV.

As with the ZF series announced at IFA earlier in the year, the Regza ZV series debuts Toshiba's Resolution + technology, which uses a cell processor algorithm that's said to provide greater image detail.

The image-enhancing technologies take standard definition sources, scan them and up-convert them to what's claimed to be near HD quality.

The ZV range has full 1920 x 1080p HD panels, with full support for images shot at the native film rate of 24fps.

The new Regza ZV series also features Toshiba's Active Vision M100 HD 100Hz picture processing, which offers a 5:5 pulldown sequencing and doubles the overall image refresh rate.

There's also 10-Bit colour processing, dynamic contrast ratios of up to 30,000:1, audio provided by NICAM Stereo and SRS WOW technology, and an integrated digital tuner.

The Regza ZV series comes in 42-inch and 46-inch models in a gloss black finish with a boomerang swivel stand, priced at £899.99 and £1199.99.