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AOC Revitalizes Its TV Brand Line with a Jolt of Innovation

AOC 2010 TV Line offers LED Lighting Technology, Built-In USB 2.0 and SRS TruSurround at base line prices

Fremont, CA (April 5, 2010) – AOC is known for producing stunning displays that offer quality performance, clean aesthetic lines and user-friendly interfaces at competitive prices. Most, however, may not realize that AOC (Admiral Overseas Company) has been a fixture in the American television manufacturing market for more than 60 years, formerly under the brand name Admiral. From the 1940s to the 1960s, Admiral Televisions dominated the market thanks to their innovative design, consumer-oriented features, and affordability. It is these characteristics that have made the AOC brand popular in Asia, South America and Europe.

During this year's CES in Las Vegas, AOC's product line-up pointed to a redirection of focus towards reinvigorating its once ubiquitous TV line by introducing new technologies such as LED lighting and additional innovative features, starting with its 2010 TV line-up.

"This is one of our strongest TV line-ups in a while and it is part of a continuous effort on behalf of AOC to produce top-notch displays with the latest innovations. We have worked hard in the last couple of years to improve image quality, design, and the consumer experience, while growing the AOC brand," said Robert Velez, Marketing Director, AOC North America.

2010 TV Improvements

The 2010 TV line-up demonstrates how AOC is applying previously successful strategies, including providing consumers with technology and features that will complement today's digital lifestyles.

While a built-in mini-bar was a popular feature of a 1950s Admiral set, today AOC is designing lighter, thinner and greener models for a 21st century digital consumer.

LED Edge-lighting Technology

While LED technology is still often regarded as a premium feature, AOC aims to make LED technology affordable by introducing it via smaller screen sizes and delivering to customers the same value that they've come to expect from AOC.

LED edge lighting, in particular, gives AOC TVs the capability to produce ultra slim sets that save about 50 percent in power consumption and are light enough to easily move from room to room.

Faster Refresh Rates & Improved Image Quality

The 2010 TV model line-up boasts several key improvements to the overall image quality. A critical technological upgrade is the refresh rate increase being introduced later this year in the larger screen models, from 60Hz to 120Hz. The faster refresh rate creates smoother movement for fast-action programs such as sporting events or action films. This new line-up also provides more accurate color management, better adaptive contrast; cross color reduction and MPEG noise deblocking, for smoother playback.

Digital Lifestyle Features

Using past innovation as a guide today's AOC has developed some extra features that will complement today's digital lifestyles.

AOC will be introducing several 32" and 42" HDTVs with "Time-Shift", built-in US 2.0 function. The time-shift feature allows the viewer to pause the currently watched digital program (ATSC or QAM) and then resume to the point where it was paused. Additional trick mode features can be performed such as fast-forward and rewind. The "Time-Shift" function works through any USB 2.0 device formatted as FAT.

Another USB feature available in the new TV line-up is the Digital Photo Frame function. This feature allows the consumer to view up to 4 GB of digital images on the display via most USB devices. The images are indexed through a user-friendly thumbnail gallery and can be easily viewed as a slideshow.

Finally, to tie it all in together and make the user-experience seamless, AOC has introduced HDMI-CEC technology to all the new models. With the "HDMI-CEC" feature, you can interface the connected equipment through the HDMI terminal automatically if the connected equipment meets the "HDMI-CEC (Consumer Electronics Control)" industry standard.

About AOC

[AOC](#) is a leader of HD display technology and now offers LED lighting technology for TVs, Monitors, and Multimedia Displays backed by over 60 years of design and manufacturing experience. AOC has earned a reputation for selling user-friendly, technologically advanced displays with every aspect of AOC's business focusing on the development of products that fit seamlessly into consumers' digital lifestyle. AOC continuously meets energy efficiency standards such as the EPA's EPEAT program and has garnered recognitions such as PC Magazine's "GreenTech Approved" designation.

For more information about AOC and its products, please visit our website:

In the U.S. visit, <http://us.aoc.com/> (disponible en Español, accesible por el menú en la esquina derecha de la pagina web)

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