

January 17, 2017

To Whom It May Concern:

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(Code No.: 6839 First Section of TSE)

## **P&F USA and Dolby Announce New 2017 Line of Philips Branded 4K Ultra HD TVs With Dolby Vision Support and Dolby Vision Capable Ultra HD Blu-ray Players**

LAS VEGAS, January 5, 2017 – P&F USA, Inc. and Dolby Laboratories Inc. (NYSE: DLB) today announced the launch of new Philips branded 4K Ultra HD televisions featuring Dolby Vision high-dynamic-range (HDR) technology and Dolby Vision capable 4K Ultra HD Blu-ray players. All 2017 Philips 4K Ultra HD 6000, 7000 and 8000 series televisions will support Dolby Vision out of the box. The Philips 4K Ultra HD Blu-ray player BDP7502 will support Dolby Vision on Ultra HD Discs later this year via a software update

Leveraging the HDR technology that powers Dolby's most advanced cinemas around the world, Dolby Vision transforms the TV experience in the home by delivering greater brightness and contrast, as well as a fuller palette of rich colors. Dolby's deep expertise in bringing advanced technologies from the cinema to the home has led to distinct features that enable Dolby Vision to deliver extraordinary viewing experiences to home consumers. Dolby Vision is the preferred HDR mastering workflow for major studios and a growing number of creatives, so consumers will have access to more of what they want to watch in HDR, including a robust portfolio of movies and episodic content. Dolby today delivers spectacular experiences in broadcast, gaming, music and other genres, and this expertise serves as the foundation that will enable Dolby Vision to drive the future of entertainment tomorrow.

"HDR is a significant advancement in picture technology that delivers tangible improvements in image quality, but Dolby Vision goes further and transforms an HDR picture into something that is truly stunning," said Karl Bearnarth, executive vice president, sales and marketing, P&F USA, Inc., the exclusive North American license partner for Philips consumer televisions and home video products. "Dolby Vision is not just greater dynamic range and wider color gamut; it is also smarter pixels that deliver the best possible viewing experience for consumers."

From content creation to distribution and playback, Dolby Vision is an end-to-end solution supported by leading Hollywood directors, major studios and distributors, and TV OEMs worldwide. On-demand streaming services feature a strong lineup of Dolby Vision content with more than 80 studio titles available today. Additionally, more than 100 hours of original content is available in Dolby Vision across leading OTT providers globally, and consumers will soon have access to Dolby Vision titles on Ultra HD Blu-ray disc, with anticipated availability in early 2017.

“We are excited to partner with P&F USA to provide consumers more ways to experience Dolby Vision today,” said Giles Baker, senior vice president, Consumer Entertainment Group, Dolby Laboratories Inc.. “Dolby Vision transforms your TV experience with dramatic imaging that goes above and beyond generic HDR, delivering a spectacular experience that brings entertainment to life before your eyes.”

To show off just how much of an improvement Dolby Vision delivers, a centerpiece of both companies’ CES exhibits will be a jointly developed Dolby Vision Technology Demonstrator that showcases the technology. The demonstrator will offer over 1000 cd/m<sup>2</sup> of brightness for very wide dynamic range and lifelike images, over 90% DCI-P3 color gamut coverage for precise and rich color output, 1000+ zone Micro Dimming Premium backlight for exceptional HDR performance, and exceptional backlight distribution control technology for the best possible black levels and brightness uniformity.

Philips 8000 series TVs are Dolby Vision enabled 4K TVs designed for the most demanding consumers. Available in three screen sizes – 49-inch class, 55-inch class and 65-inch class – they offer Chromecast built-in, a platform that lets users cast entertainment from their phone, tablet or laptop right to the TV and control the TVs using their mobile device or Google Home powered by the Google Assistant. Other features include wide color gamut, BrightPro Plus backlight, Micro Dimming, 240 Perfect Motion Rate, 4K upscaling, dual band 802.11ac wireless LAN with MIMO antennas, HDMI 2.0a with HDCP 2.2, and Sonic Emotion Premium sound.

The Philips 7000 series is a 98-inch class Dolby Vision enabled 4K TV with Philips NetTV that offers direct access to the most popular apps, BrightPro backlight, Macro dimming, 240 Perfect Motion Rate, 4K upscaling, wireless screen casting, dual band 802.11ac wireless LAN with MIMO antennas, HDMI 2.0a with HDCP 2.2 and Sonic Emotion Premium Sound.

Philips 6000 series TVs are Dolby Vision enabled 4K TVs that deliver premium Ultra HD performance. Available in six screen sizes – 43-inch class, 50-inch class, 55-inch class, 65-inch class, 75-inch class and 86-inch class – they feature Philips NetTV, BrightPro backlight, Macro dimming, 120 Perfect Motion Rate, 4K upscaling, wireless screencasting, dual band 802.11ac wireless LAN with MIMO antennas, HDMI 2.0a with HDCP 2.2, and Sonic Emotion Premium sound.

The Philips BDP7502 4K Ultra HD Blu-ray player offers built-in HEVC and VP9 decoders for playing Netflix and YouTube 4K content. It also features 4K upscaling for non-4K sources. For the best possible sound, it offers both Dolby Audio and DTS-HD Master Audio. Connections include HDMI 2.0a HDR video output and 1.4a audio output to maintain compatibility with legacy AVRs, Wi-Fi 802.11ac, Ethernet and USB Multimedia.

#### **About P&F USA, Inc.**

P&F USA, Inc. located at Alpharetta, GA is a subsidiary of Funai Electric Co., LTD and is the exclusive licensee for Philips consumer televisions and home video products in North America. Funai Electric Co., Ltd., established in 1961, is headquartered in Osaka, Japan and is listed in the Tokyo Securities Exchange First Section (6839). In addition to the consumer electronic product brands sold by Funai Corporation and the products sold by other Funai sales and marketing companies in Asia, Europe, and South America, Funai Electric Company, Ltd. is a major original equipment manufacturer (OEM) supplier for appliance, consumer electronics, computer, and computer peripheral companies at a global level.

**About Dolby Vision**

Dolby Vision transforms your TV experience with dramatic imaging—incredible brightness, contrast, and color that bring entertainment to life before your eyes via OTT online streaming, Ultra HD Blu-ray, broadcast, and gaming applications.

**About Dolby Laboratories**

Dolby Laboratories creates audio, video, and voice technologies that transform entertainment and communications in mobile devices, at the cinema, at home, and at work. For more than 50 years, sight and sound experiences have become more vibrant, clear, and powerful in Dolby. For more information, please visit [www.dolby.com](http://www.dolby.com).

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