

## Philips TV & Sound to reveal exciting new product line-up through a special series of online events between September 1<sup>st</sup> and 10<sup>th</sup>

**Amsterdam, July 6, 2020 - TP Vision** has announced that the company will regretfully not be attending IFA 2020, but will instead seek to enhance much of their exciting, annual product launch activity in a series of special online events.

IFA has always been a key part of TP Vision's annual marketing plans. However, the potential risks posed to visitors, employees and partners by the uncertain pandemic situation has given the Philips TV & Sound team no choice but to make alternative plans.

So, for 2020, TP Vision will replace its usual significant presence at Berlin's IFA fair with an exciting and informative series of online events for European media and trade, running from September 1<sup>st</sup> to 10<sup>th</sup>.

While the style of the online events may be unique, they will also follow some of the usual format of Philips TV & Sound at IFA.



As normal, the activity will be 'opened' on September 1<sup>st</sup> at 12.00 PM (CET) with an International press conference hosted by the **CEO of Philips TV & Sound Europe at TP Vision, Kostas Vouzas**. The conference will outline the company's recent highlights, will reveal the star new products and will also present details of the company's future plans.

TP Vision will then host a number of live online technical seminars - for invited media - held at set-times throughout the rest of the day.



The technical seminars will focus on the latest TV technology with TP Vision's P.Q. guru Danny Tack; Philips Premium Sound highlights presented by head of Philips Sound Strategy at TP Vision Benoit Burette; and details on the latest Bowers & Wilkins TV sound system from Director of Product Communication at Bowers & Wilkins, Andy Kerr.

Commenting on the online launch events, Philips TV & Sound Europe at TP Vision CEO Kostas Vouzas said: *'While we deeply regret not being able to attend IFA 2020, I'm extremely proud of the Philips TV & Sound team's work in creating a strong and impactful digital launch event. We are excited to present to both the media and our trade partners our new stories and products in a different way and style that I'm confident will be both informative and fun for all'*

For additional details regarding the Philips TV & Sound September Online Events including how to participate, please contact:



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**For additional materials, photos, videos, footage please see link below:**

High res images: <http://www.tpvision.com/image-library/>

#### **About TP Vision**

TP Vision Europe B.V. ('TP Vision') is registered in the Netherlands, with its head office in Amsterdam. TP Vision is a wholly owned company of TPV Technology Limited ('TPV'), which is one of the world's leading monitor and TV manufacturers.

TP Vision is a consumer electronics key player in TV and audio entertainment. TP Vision concentrates on developing, manufacturing and marketing Philips-branded TV sets (Europe, Russia, Middle East, South America, India and selected countries in Asia-Pacific) and Philips-branded audio products (Globally) under trademark license by Koninklijke Philips N.V. We combine the strong Philips brand with our product development and design expertise, operational excellence, and industry footprint of TPV. We believe in creating products that offer a superior audio and visual experience for consumers.