

TP Vision and Bowers & Wilkins extend game-changing partnership

Amsterdam, July 16, 2020 – TP Vision and legendary British audio engineering company **Bowers & Wilkins** have agreed to extend their ultra-successful exclusive partnership.

Initially announced in June 2018, the partnership proved to be game-changing for the premium TV market, delivering an outstanding series of Ambilight TVs that established a new reference point for picture and sound quality.

The partnership continues to be one of the most exciting developments in the television sector, with new OLED+ due to launch in the second half of 2020, plus more LCD models at smaller screen sizes.



The results of the partnership are very clear. The three OLED+ Ambilight TVs launched so far have had an outstanding reception from consumers, trade and media, winning an incredible 95 awards throughout Europe over the past 18 months. In particular, the 65OLED+984 model has been acknowledged as the new reference for performance and design in the TV market, setting the quality standard that all other premium brands must now try to reach.

New Philips premium Ambilight TVs will continue to combine the world-renowned technologies and engineering expertise of the two companies, ensuring the best possible TV picture and sound experience.

The partnership has been enhanced by both brands' long-lasting tradition for developing all their own technologies in-house, with total quality control over every stage of product development and production. This policy is made all the more effective and efficient by the location of key engineering facilities for both brands in Europe. TP Vision maintains an Innovation Centre in Ghent, Belgium, whilst Bowers & Wilkins research and development centre is in Southwater, UK.

Commenting on the renewed partnership **Kostas Vouzas**, CEO for TP Vision Europe said: "I genuinely believe we changed the premium TV market when we revealed the first products from our partnership with Bowers & Wilkins. We have been able to set new performance standards for what should be possible and that we have continued to do so as each new TV has been revealed. This is a ground-breaking partnership of two outright leaders in their field and I am confident we will continue to delight our consumers with outstanding products. I'm delighted that our partnership will continue into the future".

Geoff Edwards, CEO for Bowers & Wilkins said: "Our partnership with TP Vision is one of equals and is a perfect example of how we can combine our audio skills with those of another



outstanding brand to redefine the listening expectations of premium audio-visual products in the marketplace. We are tremendously proud of the success we have been able to achieve in the TV category to date, and we are delighted TP Vision will continue to be our partner into the future.”

For additional details regarding the new partnership between TP Vision and Bowers & Wilkins please contact:

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About Philips TV Europe - TP Vision

TP Vision is a dedicated TV player in the world of visual digital entertainment. TP Vision concentrates on developing, manufacturing and marketing Philips branded TV sets in Europe, Russia, Middle East, Brazil, Argentina, Uruguay, Paraguay and selected countries in Asia-Pacific. We do this by combining our design expertise and innovative Philips TV heritage with the operational excellence, flexibility and speed of TPV Technology. With these combined strengths, we bring high-quality TV sets to the market: smart and easy to use with sophisticated styling. We believe in creating products that offer a superior TV experience for consumers. With Philips TVs, TP Vision is a global leader in the hospitality market. TP Vision is the exclusive brand licensee of Philips TVs for the above listed countries. TP Vision employs close to 2,000 people in several locations around the globe and is 100% owned by TPV, one of the world’s leading monitor and LCD TV manufacturers, selling and marketing Philips branded TVs in China. TPV has been able to drive its growth over the years by leveraging its economies of scale and core competencies in R&D, manufacturing, logistic efficiency and quality.

About Bowers & Wilkins

Bowers & Wilkins, founded in the UK in 1966, has been at the forefront of high performance audio for more than 50 years. Bowers & Wilkins designs and manufactures precision home speakers, headphones, custom installation and performance car audio products that set new standards for innovation and sound quality, earning countless awards and accolades from the world’s leading recording studios and musicians. Bowers & Wilkins’ reputation is based on the unwavering pursuit of the best possible sound and an unsurpassable music listening experience. Learn more at www.bowerswilkins.com

For additional materials, photos, videos, footage please see links below:

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