

**TP Vision, Abbey Road Studios, and Universal Music UK  
to collaborate on unique content project for Philips OLED+ TVs**

**Project to feature special ‘sound & light’ performance by Sheku Kanneh-Mason**

**Amsterdam, June 16, 2021** - TP Vision, brand licensee for the design, marketing and sales of Philips branded TVs, has announced that it is working with partner companies Abbey Road Studios and Globe, Universal Music UK’s Creative & Commercial Partnership division, on a unique part filmed, part live content project featuring world-renowned music artist Sheku Kanneh-Mason.



The project has been designed to both demonstrate the exceptional, complementary skills of Philips TV and Bowers & Wilkins as showcased at Abbey Road, whilst providing outstanding content, shot by Universal Music’s multi-faceted content studio Mercury Studios, to demonstrate the market leading, reference quality sound and picture performance of the current, and next generation of Philips OLED+ TVs, due to be launched in August.

OLED+ TV is a special category created by TP Vision to provide the very best picture and sound quality currently available. The sets benefit from the latest OLED screen technology, Philips multi-award winning P5 picture processing suite and immersive Ambilight feature plus bespoke sound systems specially created by audio legends Bowers & Wilkins.

The three companies are already well-established partners. TP Vision is the official TV partner for Abbey Road Studios with the company’s high-end Philips TV sets used throughout the facility as reference screens. Bowers & Wilkins is the official speaker and headphone partner for Abbey Road Studios, and their iconic 800 series loudspeakers have provided reference grade monitoring in the studios’ control rooms for over 40 years.



Sheku Kanneh-Mason (MBE) is a world-renowned British cellist who first gained international recognition by winning the prestigious BBC Young Musician award before going on to issue two top 20 albums by the age of 21 and also receive the honour of being the only artist to be invited to perform on a second occasion at the British Academy Film Awards (BAFTA). Sheku is no stranger to Abbey Road, having recorded his top 10 album *Elgar* at the studios, (making him the first cellist in chart history to reach the UK Album Top 10) as well as the *Carnival* album recorded alongside his siblings.



The new content will present one of classical music's most exciting talents in a unique showcase demonstrating each of the partners skill sets and all optimised to show Philips OLED+ TVs at their very best

Commenting on the new project, Chief Marketing Officer for TP Vision, Martijn Smelt said: 'Our partnership with Bowers & Wilkins on OLED+ products has already set a new quality threshold in the TV market but we have also both been working together behind the scenes with Abbey Road Studios to help produce content quality to new standards. We are delighted that we will be able publicly show the results of our combined skill sets with an artist and an immersive production that are both really very special.'

Commenting on behalf of Abbey Road Studios General Manager, Jeremy Huffelmann said: "Abbey Road Studios sits at the intersection of sound and vision, having witnessed the recording of some the greatest film scores in modern cinema. By collaborating with TP Vision and Bowers & Wilkins, we are excited to showcase how sonic and visual excellence can combine to redefine the viewing experience, to create a new standard of immersion for the consumer."

Commenting on the project, Sheku Kanneh-Mason said: "I was really happy to be asked to take part in this project as I'm lucky enough to have had the amazing experience of making recordings at Abbey Road Studios. Its history and iconic status are awe-inspiring and everything that happens there is of the highest technological quality. I'm always interested in exploring how to present classical music in a new way and this seems a wonderful opportunity to do just that, combining the best of sound and vision."

The results of the project will be officially unveiled during the Philips TV & Sound Autumn/Winter product reveal at the end of August.

**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.

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

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

**About Globe**

Globe is Universal Music UK's multifaceted creative agency, production company and sync team. Globe has the ability to create exceptional content with excellent audience engagement. The 3 pillars of the business include:

- Brand partnerships - creating original media moments and campaigns for brands using music to engage audiences. From concept and strategic development through to campaign execution, Globe manages all aspects of collaborations with the world's biggest artists
- Creative productions – producing both long and short-form programming in the UK specialising in music and entertainment. Working closely with our partners at Mercury Studios, Globe works with all the main broadcasters and digital platforms, producing award-winning programmes across a wide variety of genres
- Sync - representing the world's largest commercial music catalogue, Globe provide creative licensing solutions across advertising, film, TV and computer games. Services include rights negotiation and licensing, music supervision and the creation of bespoke music pieces to brief

**About Abbey Road Studios**

Abbey Road Studios is the most famous recording studio in the world and a global music icon. The studios are a centre of innovation for recording techniques and technology, education and everything connected to the past, present and future of music development. Home to countless landmark recordings and pioneering advances in recording technology, the legendary studio complex has a phenomenal history spanning almost 90 years, encompassing celebrated work by many of the world's most famous recording artists from The Beatles, Pink Floyd, Radiohead, Kanye West and Oasis to Florence + The Machine, Frank Ocean, Ed Sheeran, Brockhampton, Sam Smith and Adele. Film scores recorded at Abbey Road Studios include *The Lord of The Rings* trilogy, the *Harry Potter* films, most of the *Star Wars* movies,



*Gravity, Black Panther, 1917* and the multi award winning *The Shape of Water*. Abbey Road Studios is a Universal Music Group company. Discover more at [www.abbeyroad.com](http://www.abbeyroad.com)

### **About Mercury Studios**

Mercury Studios is a multi-faceted content studio established to develop, produce, globally distribute and invest in innovative, music-rooted storytelling across a range of media including film, television, podcasting, publishing and live-streamed performance. Taking its name from the iconic Mercury Records label, Mercury Studios is powered by Universal Music Group and creates an open space for experimentation to unleash and amplify both emerging and established artists. With offices in London and Los Angeles, Mercury Studios harnesses its established relationships with best-in-class talent from music and film, seamlessly bridging the two worlds to create a completely distinctive community of trailblazers driven by original IP, innovation and collaboration.