



TCL

The Creative Life

TCL 2019 EU TV range benchmark & reasons why TCL products are better

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2019 UHD Samsung, LG, Sony, Philips, TCL positioning

TCL 2019 EU TV range benchmark & reasons why TCL products are better

Segments	TCL	SAMSUNG	LG	SONY	PHILIPS
QD UHD	X10	Q90R	OLED	OLED	OLED
	X815	Q60R		XG95	
			SM9x	XG90	
WCG premium UHD		RU8000	SM85	XF85	9104
	EC78			XG83	8804
WCG UHD	EP68	RU7400	SM83	XG80	
Entry UHD	EP66		UM75	XG70 (Linux)	7304
	EP64	RU7100	UM71		6XXX (Linux)

- Android 9 is equal to Samsung's Tizen and LG's WebOS, Linux products highlighted



2019 A brands range mapping & specs

TCL 2019 EU TV range benchmark & reasons why TCL products are better

Brand	Range	Panel type	WOS	Peak brightness	Panel	Frame rate	Dimming	Dolby Vision	HDR10+	HDR10	HLG	HDR Adaptive mapping, SDR-HDR	AI PQ	Sound system	Dolby Atmos	SmartTV	Smart Home	Assistant	GA / Alexa compatible	Twin ture r	Voice control	Finishing	Bezelless	Stand	Others	Price 55"	Price 63"	TCL mapping
TCL	E664	UHD		300	VA	60Hz	Global		Yes	Yes	Yes	Yes	Yes	Down		Android 9	Yes	G Assist	Yes / WWA		Opt RC / Module	Plastic			349	749		
TCL	E66	UHD		300	VA	60Hz	Global		Yes	Yes	Yes	Yes	Yes	Down		Android 9	Yes	G Assist	Yes / WWA		Opt RC / Module	Metal			369	799		
TCL	E662	UHD	Yes	330	VA	60Hz	Global	Yes	Yes	Yes	Yes	Yes	Yes	Down	Yes	Android 9	Yes	G Assist	Yes / WWA		Remote / Opt Module	Metal	Bezelless	Central	699	999		
TCL	EC78	UHD	Yes	400	VA	60Hz	Global	Yes	Yes	Yes	Yes	Yes	Yes	Onkyo Front	Yes	Android 9	Yes	G Assist	Yes / WWA		Hands free & remote	Metal	Bezelless	Central	799	1099		
TCL	X213	UHD	QLED	300	VA	60Hz	Edge 16	Yes	Yes	Yes	Yes	Yes	Yes	Smart Onkyo Front	Yes	Android 9	Yes	G Assist	Yes / WWA		Hands free & remote	Metal	Bezelless		1099			
TCL	X10	UHD	QLED	1300	VA	120Hz	FALD 300	Yes	Yes	Yes	Yes	Yes	Yes	Onkyo Front	Yes	Android 9	Yes	G Assist	Yes / WWA		Hands free & remote	Metal	Bezelless	Central		2499		
Philips	6304	UHD		330	IPS	60Hz	Global	Yes	Yes	Yes	Yes	Yes	Yes	Down	Yes	Linux			No / WWA			Plastic			649		E664	
Philips	6704	UHD		330	IPS	60Hz	Global	Yes	Yes	Yes	Yes	Yes	Yes	Down	Yes	Linux			No / WWA			Plastic			699			Ambilight
Philips	6304	UHD		330	IPS	60Hz	Global	Yes	Yes	Yes	Yes	Yes	Yes	Down	Yes	Linux			No / Built in			Plastic		Central	Ambilight			E66
Philips	7304	UHD		330	IPS	60Hz	Global	Yes	Yes	Yes	Yes	Yes	Yes	Down	Yes	Android 9	Yes	G Assist	Yes / WWA			Plastic		Central	Ambilight	999	1299	E62
Philips	7304	UHD		330	IPS	60Hz	Global	Yes	Yes	Yes	Yes	Yes	Yes	Down	Yes	Android 9	Yes	G Assist	Yes / WWA			Plastic		Central	Ambilight			
Philips	8304	UHD	Yes	330	IPS	60Hz	Global	Yes	Yes	Yes	Yes	Yes	Yes	Down	Yes	Android 9	Yes	G Assist	Yes / WWA			Metal			Ambilight			EC78
Philips	9304	UHD	Yes	330	IPS	120Hz	Global	Yes	Yes	Yes	Yes	Yes	Yes	Down	Yes	Android 9	Yes	G Assist	Yes / WWA	Yes		Metal			Ambilight			
Samsung	NU70	UHD		300	VA	60Hz	Global		Yes	Yes	Yes	Yes	Yes	Down		Tizen	Yes		Yes / WWA			Plastic			489	799	E64	
Samsung	RU71	UHD		300	VA	60Hz	Global		Yes	Yes	Yes	Yes	Yes	Down		Tizen	Yes	Bixby	Yes / WWA		Remote	Plastic			649	999	E66	
Samsung	RU74	UHD	Yes	300	VA	60Hz	Global		Yes	Yes	Yes	Yes	Yes	Down		Tizen	Yes	Bixby	Yes / WWA		Remote	Plastic		Central	799	1099	E62	
Samsung	RU80	UHD	Yes	300	VA	120Hz	Global		Yes	Yes	Yes	Yes	Yes	Down		Tizen	Yes	Bixby	Yes / WWA		Remote	Plastic			899	1299		
Samsung	CU8R	UHD	QLED	400	VA	120Hz	Global		Yes	Yes	Yes	Yes	Yes	Down		Tizen	Yes	Bixby	Yes / WWA	Yes	Remote	Plastic			999	1399	X213	
Samsung	CU8R	UHD	QLED	1000	VA	120Hz	FALD 42		Yes	Yes	Yes	Yes	Yes	Down		Tizen	Yes	Bixby	Yes / WWA	Yes	Remote	Metal	Bezelless		1499	1999		
Samsung	CU8R	UHD	QLED	1300	VA	120Hz	FALD 96		Yes	Yes	Yes	Yes	Yes	Down		Tizen	Yes	Bixby	Yes / WWA	Yes	Remote	Metal	Bezelless	Central	1799	2399		
Samsung	CU8R	UHD	QLED	1300	VA	120Hz	FALD 96		Yes	Yes	Yes	Yes	Yes	Down		Tizen	Yes	Bixby	Yes / WWA	Yes	Remote	Metal	Bezelless	Central	1999	2499	X10	
Samsung	CU8R	UHD	QLED	2000	VA	120Hz	FALD 420		Yes	Yes	Yes	Yes	Yes	Down		Tizen	Yes	Bixby	Yes / WWA	Yes	Remote	Metal	Bezelless	Central	2299	2999		
LG	UM71	UHD		230	IPS	60Hz	Global		Yes	Yes	Yes	Yes	Yes	Down		We BCS	Yes	G Assist & Alexa	Yes / WWA		Remote	Plastic			349		E64	
LG	UM73	UHD		230	IPS	60Hz	Global		Yes	Yes	Yes	Yes	Yes	Down		We BCS	Yes	G Assist & Alexa	Yes / WWA		Remote	Plastic			-			
LG	UM74	UHD		330	IPS	60Hz	Global		Yes	Yes	Yes	Yes	Yes	Down		We BCS	Yes	G Assist & Alexa	Yes / WWA		Remote	Plastic		Central	-			
LG	UM75	UHD		330	IPS	60Hz	Global		Yes	Yes	Yes	Yes	Yes	Down		We BCS	Yes	G Assist & Alexa	Yes / WWA		Remote	Plastic	Bezelless	Central	799		E66	
LG	UM76	UHD		330	IPS	60Hz	Global		Yes	Yes	Yes	Yes	Yes	Down		We BCS	Yes	G Assist & Alexa	Yes / WWA		Remote	Plastic	Bezelless	Central	349			
LG	5MB2	UHD	Yes	330	IPS	60Hz	Edge		Yes	Yes	Yes	Yes	Yes	Down		We BCS	Yes	G Assist & Alexa	Yes / WWA		Remote	Plastic	Bezelless	Central	949	1399	E62	
LG	5MB3	UHD	Yes	330	IPS	120Hz	Edge	Yes		Yes	Yes	Yes	Yes	Down	Yes	We BCS	Yes	G Assist & Alexa	Yes / WWA		Remote	Metal	Bezelless		1099	1599		
LG	5MB0	UHD	Yes	300	IPS	120Hz	FALD	Yes		Yes	Yes	Yes	Yes	Down		We BCS	Yes	G Assist & Alexa	Yes / WWA	Yes	Remote	Metal		Central	1499	1999		
LG	5MB2	UHD	Yes	300	IPS	120Hz	FALD	Yes		Yes	Yes	Yes	Yes	Down		We BCS	Yes	G Assist & Alexa	Yes / WWA	Yes	Remote	Metal	Bezelless	Central	1699	2299		
LG	B9	UHD	OLED	700	WOLED	120Hz	Panel	Yes		Yes	Yes	Yes	Yes	Down	Yes	We BCS	Yes	G Assist & Alexa	Yes / WWA		Remote	Metal	Bezelless	Central				
LG	C9	UHD	OLED	700	WOLED	120Hz	Panel	Yes		Yes	Yes	Yes	Yes	Down	Yes	We BCS	Yes	G Assist & Alexa	Yes / WWA	Yes	Remote	Metal	Bezelless	Central	2499	3499		
Sony	XG70	UHD	Yes	330	IPS	60Hz	Global		Yes	Yes	Yes	Yes	Yes	Down		Linux			No / WWA			Plastic			-			
Sony	XG80	UHD	Yes	400	IPS	60Hz	Global		Yes	Yes	Yes	Yes	Yes	Down		Android 9	Yes	G Assist	Yes / WWA			Plastic			949		E62	
Sony	XG83	UHD	Yes	400	VA	120Hz	Global		Yes	Yes	Yes	Yes	Yes	Down		Android 9	Yes	G Assist	Yes / WWA			Metal			-			
Sony	XG85	UHD	Yes	300	IPS	120Hz	Global	Yes		Yes	Yes	Yes	Yes	Down	Yes	Android 9	Yes	G Assist	Yes / WWA			Metal			1099			
Sony	XG90	UHD	Yes	1000	VA	120Hz	Edge	Yes		Yes	Yes	Yes	Yes	Down		Android 9	Yes	G Assist	Yes / WWA			Metal			-			
Sony	XG95	UHD	Yes	1000	VA	120Hz	FALD	Yes		Yes	Yes	Yes	Yes	Down	Yes	Android 9	Yes	G Assist	Yes / WWA			Metal			1399			
Sony	A68	UHD	OLED	700	WOLED	120Hz	Panel			Yes	Yes	Yes	Yes	Down		Android 9	Yes	G Assist	Yes / WWA			Metal	Bezelless	Central				
Sony	AG9	UHD	OLED	700	WOLED	120Hz	Panel	Yes		Yes	Yes	Yes	Yes	Down	Yes	Android 9	Yes	G Assist	Yes / WWA			Metal	Bezelless	Central				
Panasonic	GXW704	UHD		400	VA	60Hz	Global		Yes	Yes	Yes	Yes	Yes	Down		Fire OS			No / WWA		Yes	Plastic						
Panasonic	GXW804	UHD	Yes	300	VA	60Hz	Global	Yes	Yes	Yes	Yes	Yes	Yes	Down	Yes	Fire OS			Yes / WWA	Yes		Metal		Central	3699	651299	E62	
Panasonic	GXW904	UHD	Yes	300	IPS	120Hz	Global	Yes	Yes	Yes	Yes	Yes	Yes	Down	Yes	Fire OS			Yes / WWA	Yes		Metal						
Panasonic	GXW943	UHD	Yes	1000	IPS	120Hz	FALD	Yes	Yes	Yes	Yes	Yes	Yes	Down	Yes	Fire OS	Yes		Yes / WWA	Yes		Metal		Central				
Panasonic	GZ930	UHD	Yes	700	WOLED	120Hz	Panel	Yes	Yes	Yes	Yes	Yes	Yes	Down	Yes	Fire OS			Yes / WWA	Yes		Metal		Central				

2019 A brands quick product strategy summary

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- Samsung
 - 7100 follows 2018 version, same entry UHD specs
 - 7400 follows 2018 version, UHD entry + WGC
 - 8000 is disaster, lost key specs like 1000 nits, keeps only WGC, 100Hz vs 2018
 - Q60R is standard brightness QLED
 - First performance oriented is Q70R
 - No Dolby Vision, No Dolby Atmos in Samsung TVs
- LG
 - UM7xxx is followed of 2018 6xxx but with less features. Same product with different cabinets.
 - SM83 is entry nano cell. Nano cell is entry TV with additional optical filter delivering slightly better colors but as good as WGC and far from QLED
 - No RGBW finally in LG
 - Dolby Vision and Dolby Atmos only in expensive TVs, SM85
 - LG bull shits on 100Hz in own product communication, 7xxx and SM83 is 60Hz with backlight blinking
- Sony
 - Shifted all products to WGC, even XG70 is WGC.
 - Dolby Vision and Atmos in XG85 which is 100Hz
 - Sony was loud on 4GB RAM in top end android but up to XG90 use 2.5GB RAM, no performance improvement as MTK chips Sony use face such issue
- Philips
 - Masterpiece of bull shitting. 6xxx with Linux, 7xxx with Android but w/o WGC. How Dolby Vision and Atmos can help here ? How 7303 can be the one TV ?
 - Philips claims 3GB RAM in AndroidTVs, same issue as Sony as MTK chips are used
- Panasonic
 - No 55", focus on 58".
 - GX800 at 58" 999 EUR is the only TV with WGC, Dolby Vision, HDR10+, Dolby Atmos on the market.
- TCL

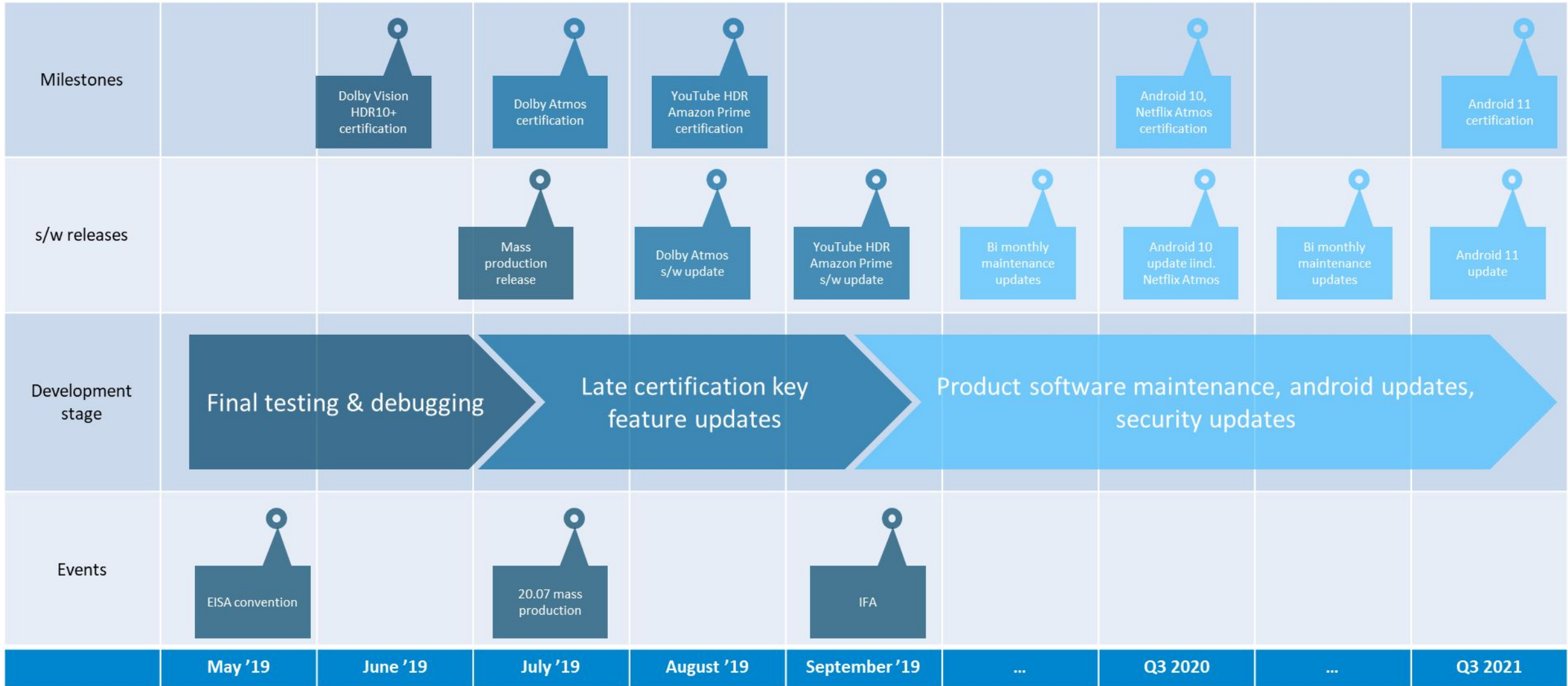
EP68 – reasons why

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- At 699 EUR 55EP680 provides excellent value with all HDR technologies with cinema colors, AI PQ processing, immersive Dolby Atmos experience with only 2 built-in speakers, latest Android TV 9.0 with Google Assistant, TCL AI_IN and finally metal finishing, glass front and central stand. Atmos soundbar complementing EP68 will be launched at IFA
- What EP68 has and comparable products don't
 - Samsung RU74
 - EP68 is bezelles, full glass, metal, central stand design, Samsung is plastic
 - EP68 has Dolby Vision, Dolby Atmos, optional hands free mic array
 - LG UM75
 - EP68 is bezelles, full glass, metal, central stand design
 - EP68 has Wide color gamut, Dolby Vision, HDR10+, Dolby Atmos, optional hands free mic array
 - Philips 7304
 - EP68 is bezelles, full glass, metal, central stand design, Philips is plastic
 - EP68 has Wide color gamut, optional hands free mic array
 - Sony XG80
 - EP68 has Wide color gamut, Dolby Vision, HDR10+, Dolby Atmos, optional hands free mic array
- What we will deliver for EP68 as software updates
 - Dolby Atmos
 - YouTube HDR
 - Amazon Prime with Dolby Vision and HDR10+ content
 - AndroidTV updates to Q (10.0) and R (11.0)
 - Dolby Atmos in Netflix with Android Q

S/w update schedule

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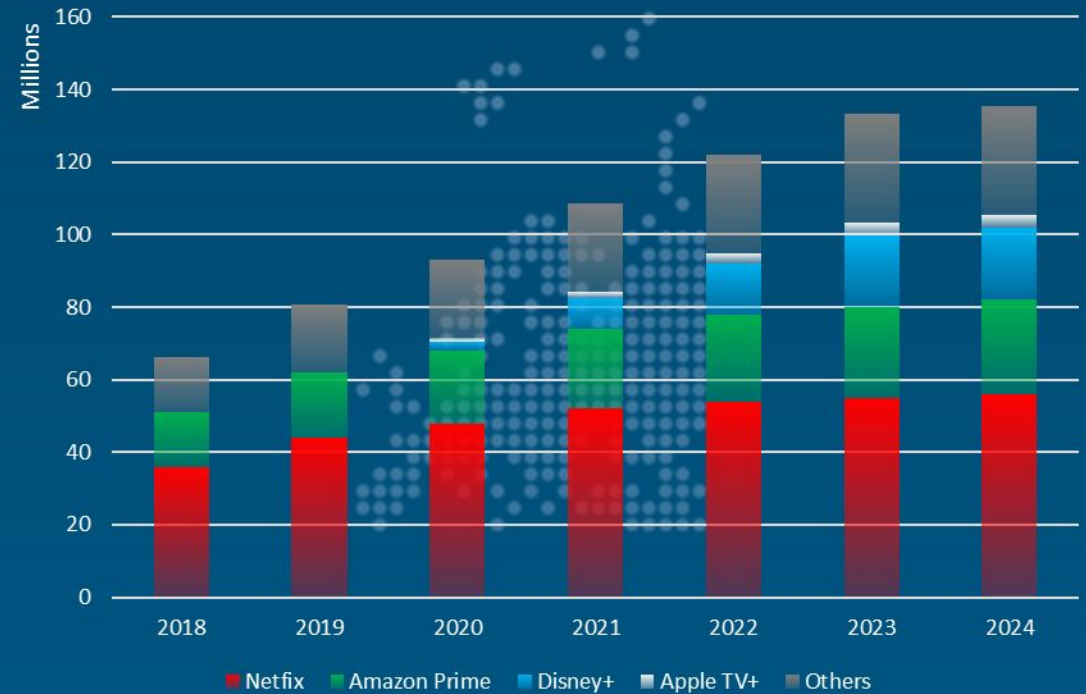


How to respond difficult questions

TCL 2019 EU TV range benchmark & reasons why TCL products are better

- When TCL 2019 androidtv range will get Amazon Prime
 - End of August as software update
- When TCL 2019 androidtv range will get Air2 Play
 - Answer 1: Most of video applications for iOS devices support Chromecast, Chromecast is part of Android TV and best solution to stream content
 - Answer 2: TCL kicked off project with Apple on implementing of Air2 Play but no precise date is available as Apple waits for feedback from 1st wave devices and how popular it is
 - Answer 3: Chromecast failed, Google moved back to android tv, Chromecast is generally no used
- When TCL 2019 androidtv range will get AppleTV+
 - Answer 1: Apple TV+ will least popular OTT service as failed to get content from Netflix, see forecast on the right
 - Answer 2: Apple TV+ is project TCL works with Apple on together with Air2 Play
- When TCL 2019 androidtv range will get Disney+
 - We expect service to be available in 2020

2018 – 2024 OTT subs forecast Europe



≡ OTT subs official data for countries

≡ Data from local regulators, Netflix announcements, forecast, research companies