



METZ

Press release

September 2018

METZ blue – always your choice.

German TV manufacturer Metz introduces new global brand

2018 is a very special year for German TV manufacturer Metz: not only is the company celebrating its 80th anniversary, it will also be introducing its new global brand “METZ blue” at IFA in Berlin. METZ blue is aimed at a broad market segment and will be available on all continents in the long term.

Founded in 1938 as *TAM: Transformatoren- and Apparatebau Metz* (Metz transformer and device manufacture), the company developed into a successful and traditional consumer electronics business over the subsequent decades. Under the renowned brand with the red Metz logo, the company from Zirndorf, Germany produces state-of-the-art premium TVs in the OLED and LCD segments. The company is celebrating its 80th anniversary in 2018 and is stepping onto the international stage at this year’s IFA by introducing a further brand to the market under the name “METZ blue”.

METZ blue offers a wide spectrum in the mid-range segment, with state-of-the-art technology and functions – in particular Android TVs with integrated voice search and numerous other smart TV functions. The “always your choice” claim stands for unlimited living-room entertainment and carries the Metz brand name from German Zirndorf out into the world. In combination with this claim, the newly created logo underlines the brand’s market direction: METZ blue stands for networking, smart functions, reliability and user-friendliness. The country-specific ranges start with full HD over UHD devices up to high-quality OLED televisions and offer in combination with Android TV a broad pallet for the volume market.

Android TV stands for limitless entertainment: Films, series, games – as much as you want. New apps every day and access to a growing amount of diverse content – that’s a METZ blue TV offers. The integrated voice command with Google’s Assistant will simplify the search for specific content. Personalised recommendations in Google Play Store, YouTube and apps create an even more individual TV experience. And transferring content to other screens is child’s play with a METZ blue Android TV: films, music, sport and games can be mirrored at the touch of a button to the TV from a smartphone, PC or tablet via Chromecast.

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The basis for the new METZ blue brand is the strength of global player Skyworth (one of the world's Top 10 television manufacturers) combined with the decades of technological and market experience of highly specialised TV manufacturers Metz with a focus upon premium TV solutions "Made in Germany".

METZ blue will initially be available in parts of Europe, India and Hong Kong from September onwards. Market launch with DACH is expected for November 2018.



The new METZ blue S9A: fascinating OLED picture technology with Android TV operating system for limitless entertainment.

The Metz press office would be delighted to receive your specimen copy: presse@metz-ce.de

Download image and text at www.metz-ce.de/en/presse

Product details are available at www.metz-ce.com

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