



VIZIO: Value, Energy Efficient

Ken Lowe, Co-Founder & Vice President

Why Reference Series?

BEST TV IN THE WORLD

Ground-breaking, redefining picture quality technologies that introduce color, contrast, and clarity never seen before on a TV.

Most powerful audio experience ever built into a TV from America's #1 Sound Bar company.

At 120-inch, with an ultra-modern, minimalist industrial design, Reference Series is the largest, most beautiful TV ever.

Starting from scratch and building from the ground up, Reference Series sets a new benchmark for best in class TV.



Why P-Series Series?

BEST-IN-CLASS ULTRA HD SOLUTION

Best-in-class picture quality with cutting-edge technologies.

First-rate Ultra HD entertainment experience with intentional design decisions.

Class leading smart TV experience that is fast, simple, and packed with best apps and Ultra HD streaming.

The new P-Series collection demonstrates VIZIO's ability to extend its CE leadership into Ultra HD and deliver on the promise of a beautifully simple experience.



Backlit QWERTY
keyboard remote



As internet-connected entertainment becomes increasingly relevant to consumers, the market has been cluttered with 'beta-like', complex solutions loaded with gimmicky features.

VIZIO sought out to purposefully design a solution that is elegant, easy to use, and enriched with the content and features that matters most to consumers.

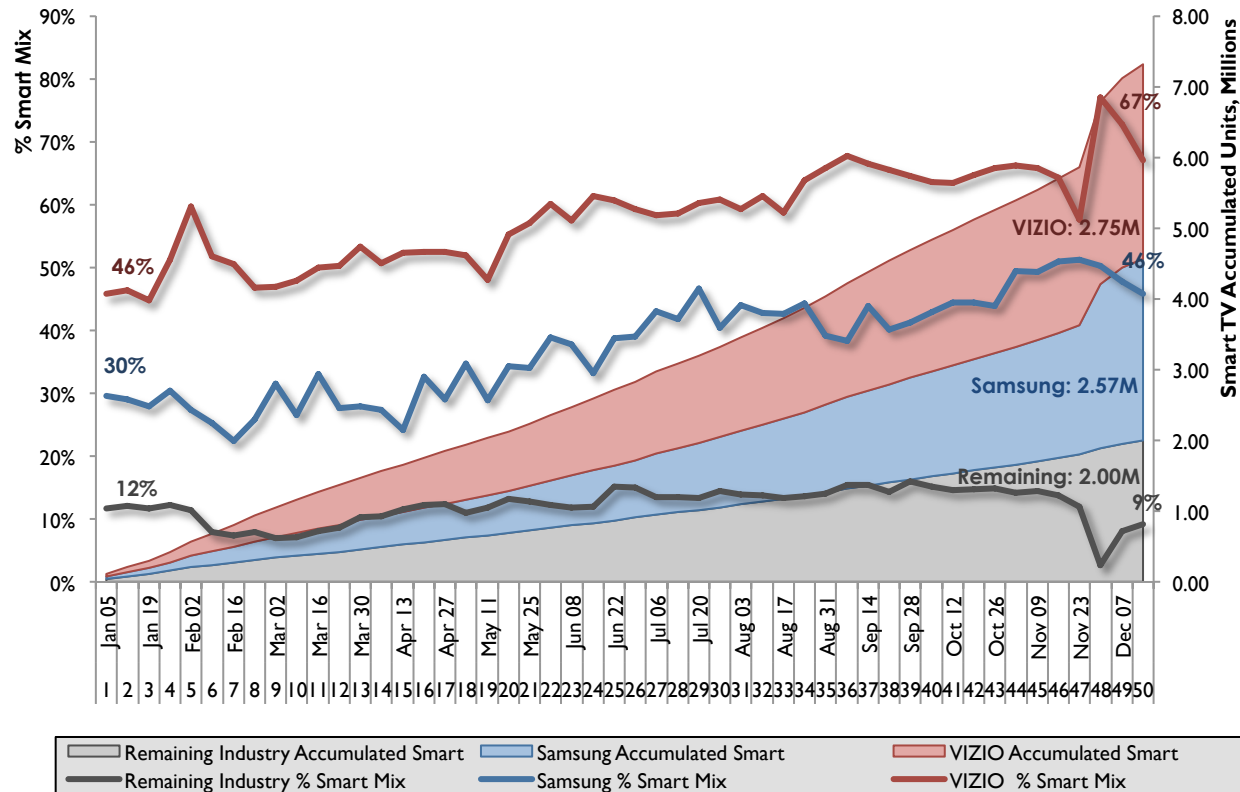
Introducing VIZIO Internet Apps Plus

**Smart. Simple.
Beautiful.**



VIZIO is #1 in Smart

VIZIO TVs make up 8 of the top-10 selling Smart HDTVs in the Industry (2013 YTD)
At the end of Week 50, 65% of VIZIO TVs sold were Smart



2013 YTD Smart Models

Top 10 Rank	Model	Brand	Units (000s)
1	E601IA3	VIZIO	342
2	UN40EH5300	Samsung	299
3	UN32EH5300	Samsung	268
4	E500IA1	VIZIO	248
5	E320IA0	VIZIO	235
6	E241IA1	VIZIO	218
7	E420IA0	VIZIO	169
8	E601IA3E	VIZIO	156
9	E550IA0	VIZIO	156
10	E470IA0	VIZIO	155

*NPD POS, Data thru week ending 12/14/2013

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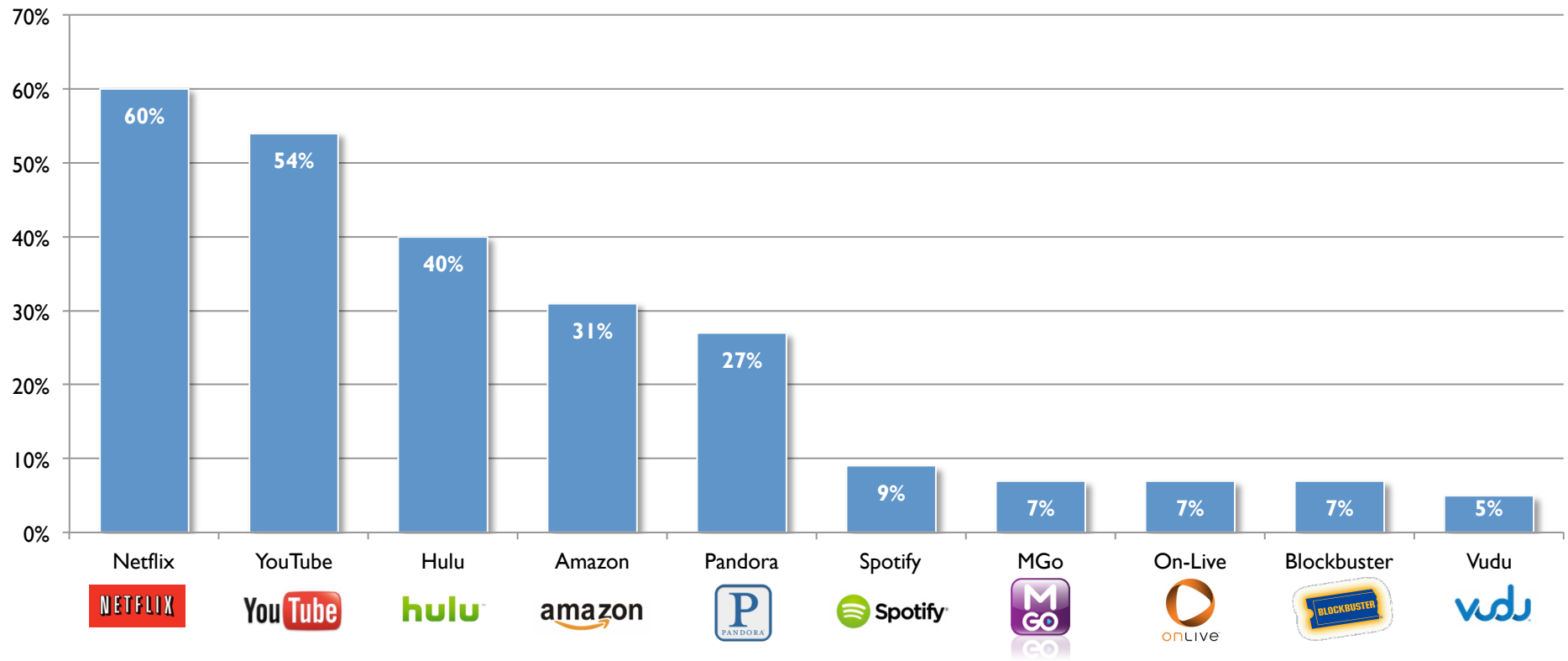
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Most Popular TV Apps

*Source: VIZIO Brand Survey Executed by Toluna Inc.

VIZIO Internet Apps Plus features the Smart TV apps consumers frequently use the most

Which streaming applications do you use most frequently?



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Backlit QWERTY Keyboard Remote

Available on 2014 M-Series and P-Series models



Back
(w/ backlit keys)

New, VIA Plus Smart TV Remote

- One-touch access to favorite apps
- QWERTY keyboard for easy typing and searching.
- Backlit keys make it easy to use in the dark.
- V-Key lets users access app launcher with one key press.



54" 5.1 Home Theater Sound Bar

S5451w-C2

Key Features

- Designed to complement large size TVs 55"+
- 3-channels sound bar with 2 x rear satellite speakers and wireless subwoofer for the ultimate true surround sound experience
- Longer bar provides wider separation between L/C/R channels, providing a wider "sound stage" for better listening experience
- Center channel delivers enhanced dialog clarity
- Built-in Bluetooth for streaming music wirelessly
- aptX® technology for streaming near CD-quality music
- Powerful dual-core processor and advanced features built right in
- HDMI in/out connectivity to work with any HDTV
- Display remote with LCD – including Channel Check for checking to make sure all setup is done correctly and all channels are working
- Easy setup – all cables included

Performance Specs

- SPL: 104dB, Frequency Response: 35Hz
- 8" wireless subwoofer
- Built-in Bluetooth with aptX® Technology
- Analog Input: Stereo RCA, 3.5mm Stereo Audio
- Digital Input: RCA (Coaxial), Optical (Toslink), HDMI-in
- Digital Output: HDMI-out (ARC)



A Smart Way to Control Your Sound Bar

VIZIO Display Remote



- Brings the UI right into the user's hand:
 - Current input
 - Volume & mute
 - Enable / disable audio technologies
 - Bluetooth pairing
 - Sound adjustments
 - Sound Bar "IR Learning"

"It also has a *great* remote with a little LCD display at the top that shows you all the key operating info." - *About.com*

"The sleek remote has a built-in alphanumeric display, so it's much easier to make adjustments..." - *Techlicious*



Energy Efficient Surround Sound Bars

VIZIO has more Energy Star Sound Bars than any other Brand.

Because they are Stylish, have a great volume capability without distorting the audio and include all Cables people buy them, so much so that we are Number 1 in Surround Sound Bar Sales.

BONUS: They can be programmed to power off Automatically when not in use.





What Next?

Can we improve TV Energy Efficiency?

Energy Star has an unintended consequence, it is preventing me from using less energy!

Because TV Retail mode is very bright and I have to make Energy Star mode at least 65% of Retail mode, this Home mode is too bright.

I have Calibrated Day and Calibrated Night modes which produce a picture with correct Contrast & Brightness that use less Energy than the Energy Star mode!

Do I stop using the Energy Star logo so I can ensure my customers use less Energy?



Low Voltage DC

Ever since I started to look at LED Light Bulbs 2 or 3 years ago I have thought that we need a major change in the Consumer Environment.

This change would be whole home Low Voltage DC. Only Large Appliances require the AC currently in our homes. We lose Energy when all other devices convert the AC to DC. For Home Solar Panels the situation is even more insane, convert Solar Low Voltage DC to Medium Voltage AC and then Medium Voltage AC to Low Voltage DC at the device.



Low Voltage DC

24V DC Routed throughout the home would be safer for children; and some adults!

Televisions are not High Voltage any more and could easily operate from 24V DC.

USB 5V DC Wall Outlets could be easily installed to charge and run Mobile devices.

LED Lighting would not need life shortening Drivers incorporated.



