

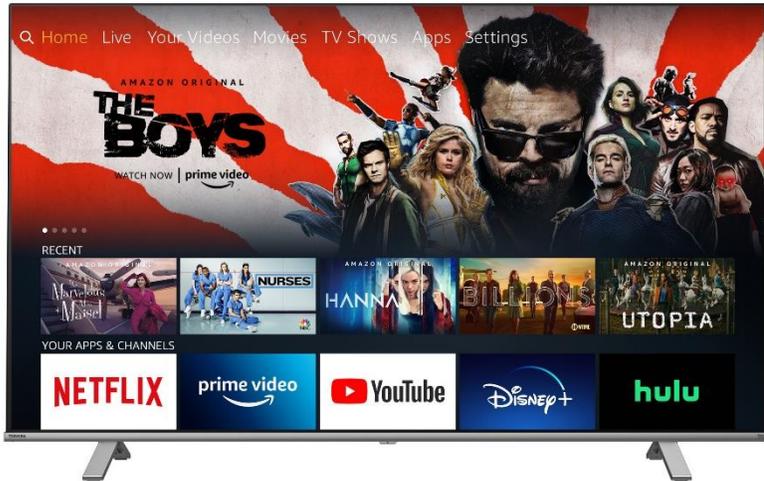
TOSHIBA

55
inches

M550 Series FireTV

Model 55M550KU

4K ULTRAHD



Toshiba's M550 flagship series delivers the complete picture, sound, and smart experience expected from a premium television manufacturer. Toshiba's proprietary Regza Engine 4K enhances 4K resolution color and contrast with Ultra Essential PQ Technology and Dolby Vision HDR. The 120Hz native panel and 480 Motion Rate helps to support Auto Low Latency Mode to make gaming look incredible. The DTS Virtual:X post-processing package creates an audio atmosphere that envelops the listener in sound for a truly immersive experience.

With the Fire TV experience built-in and an Alexa Voice Remote, you can easily get to the movies and TV shows you love. Elevate your TV viewing experience with new enhancements like a sleek, thinner bezel and twice the flash memory (16 GB) over the previous generation plus superior screen brightness and color accuracy. Enjoy new features such as Live View Picture-in-Picture and a TV experience that gets smarter every day. The Alexa Voice Remote works like a traditional remote and also lets you use your voice to launch apps, search for titles, play music, switch inputs, control smart home devices, and more.

Fire TV

Fire TV brings live, over-the-air TV, streaming channels, and your favorite apps together onto one convenient home screen. Subscriptions may be required. Content availability subject to change.

Regza Engine 4k

Regza Engine 4K is Toshiba's high performance 4K engine for stunning picture quality, with ultra essential PQ technology combined with high quality LCD panel, you can get an incredible ultra HD 4K images with breath-taking picture quality. Now fully immerse yourself in whatever you are watching with heart shaking excitement.

4K resolution

4 times resolution of Full HD, four times the detail. With Toshiba 4K TV, you can enjoy uncompromisingly crisp, clear visuals for a fully immersive, professional theater quality.

480 Motion Rate and 120Hz Native Refresh Rate

Experience incredible clarity in motion with a native 120Hz panel that provides the foundations for 480 Motion Rate, giving you smooth, fluid movement from all of your fast-action content.

Dolby Vision™ HDR and HDR10+*

Dolby Vision HDR and HDR10+ transforms your TV into an entertainment powerhouse. The image technology from cinemas, now brought together in the home, provide amazing realism that you'll see, hear, and feel like never before.

Ultra-essential PQ Technology

Ultra HD 4K Panel expresses picture quality four times as detailed in pixel as Full HD. Furthermore, Regza 4K Engine optimizes every detail of picture and color output to achieve 'real as it is' picture quality to maximize your emotions. Detailed as real. Colorful as real. This is the ultimate combination for ultimate beauty of picture quality.

Color Remaster

Color Re-master technology is there to restore the original color of original image as natural and colorful as it should be.

DTS® Virtual: X™

DTS Virtual: X technology is a scalable and versatile advanced post processing package that creates an immersive audio experience by virtualizing height content over traditional stereos.

Far-field Voice Recognition

With built-in microphones, you can make your TV the center-piece of the room, the home, and your day. You can use your voice to quickly access what you want to watch without touching a remote

Press & Ask Alexa

Use the included Alexa Voice Remote to manage TV power, volume, navigation, playback, and input switching. You can also quickly launch Prime Video and Netflix with preset app buttons. Or just press the microphone button and say, "Find dramas," and Alexa will show you search results from a central catalog of hundreds of integrated apps and channels.

Auto Low Latency Game Mode

Enjoy a better gaming experience. In Game Mode, input lag is significantly improved, so your commands from the controller are virtually instantaneous on the screen. The C350 is ready for the whatever the latest generation gaming consoles can throw at it.

Designed in Japan

Toshiba TV pursues the philosophy of "Essential Beauty" which is made based on the horizontal and vertical lines in the living space, it makes the living room look stylish by merging into its surroundings.

Bezel-less Design

The 50 is designed with a gorgeous bezel-less design to give you more viewable screen area.

*HDR viewing experience will vary by model, content availability and internet connection

TECHNICAL SPECIFICATIONS

DIMENSIONS/WEIGHT	
TV Dimensions(without the stand)	48.5 x 28.1 x 3.0 inches
(with the stand)	48.5 x 30.7 x 10.5 inches
TV Stand Width	34.3 x 10.5 inches
TV Weight (without the stand)	31.5 lbs
(with the stand)	32.4 lbs
Carton Dimensions (WxHxD)	53.7 x 32.7 x 6.0inches
Shipping Weight	44.1 lbs
DISPLAY	
Actual Screen Size (Diagonal)	54.6 inches
Screen Class	55 inches
Screen Type	LCD
TYPE OF TV	
Smart TV	Yes (Fire TV Edition)
App Store	Yes
PICTURE QUALITY	
Screen Resolution	4K UHD, 3840x2160p
Local Dimming	Yes
4K Upscale	Yes
Motion Rate	480
Native refresh rate	120Hz
Aspect Ratio	16:9
HDR*	Yes (Dolby Vision/HDR10)
Backlight Type Source	Full Array Direct Lit
AUDIO	
Audio Output Power (Watts)	10Wx2
Audio Enhancement	DTS Virtual:X
LANGUAGES	
On-screen Display	English/French/Spanish
POWER	
Power Consumption	180W
Standby Consumption	<0.5W
Power Supply (Voltage/Hz)	AC 120V / 60Hz
CONNECTIVITY	
Wi-Fi Built In	Yes (WiFi5 2.4GHz/5GHz)
Bluetooth®	Yes
PORTS	
HDMI (v2.1)	4 (4K@60Hz)
HDMI-CEC, HDMI-eARC	Yes
Ethernet (LAN)	Yes
USB 2.0	1
RF Antenna	1
RCA Composite Video Input	1
L/R Audio Input for Composite	1

Digital Audio Output	1 Optical
Earphone/Audio Output	1
OTHER FEATURES	
Noise Reduction	Yes
Parental Control	Yes
Closed Caption	Yes
Sleep Timer	Yes
Alexa	Built-In
Web Browser	Yes
WALL MOUNT	
VESA	200 x 300 / M6
ACCESSORIES	
Remote	Yes (Voice Remote)
Quick Start Guide and/or User Manual	Quick Start Guide is in the box/ User Manual is available online
Power Cable	Yes
WARRANTY/UPC	
Warranty	1 year
UPC Code	888143011417

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