



## **NU-WORLD INDUSTRIES (PTY) LTD**

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### **COMMUNIQUE**

We apologise for any inconvenience to our customers arising from sensationalized comments appearing on certain Internet sites, concerning certain Telefunken and JVC televisions, primarily 32”.

Our company has been in existence for 70 years and we stand by our products and our customers.

There is no legislative standard that distinguishes HD from FHD - as a result, terms are used in different contexts without a universally accepted meaning.

Various brands refer to full HD – with native panel resolutions of 1366x768.

We sell a TV set – which consists of a panel plus the electronics combined – our QC on final assembly would check various sources to ensure that the display is correct and the image is good.

All our televisions support 1920x1080 on input - we made no claim to native resolution.

It is well recognised that it is almost impossible for the human eye to discern the difference between 720p and 1080p in size 32” and below.

EDID is an electronic test which is not 100% reliable, which our detractors have admitted, for various reasons, including by reason of possible inadequacies in the software being tested and also testing errors by the tester.

**NOTWITHSTANDING THE ABOVE, IN ORDER TO AVOID ANY POSSIBLE CONFUSION, WE HAVE DECIDED WITH IMMEDIATE EFFECT TO UPDATE ALL PACKAGING DESCRIBING THE RELEVANT TV SETS AS HIGH DEFINITION AND WITHOUT ANY REFERENCE TO FHD.**

**WE AT NU-WORLD HONOUR OUR COMMITMENT TO THE CONSUMER, NAMELY IF THE TELEVISION SET DOES NOT PERFORM TO EXPECTATION, THEY ARE WELCOME TO BRING THE UNIT TO A NU-WORLD SERVICE CENTER - CLOSEST LOCATION TO BE ASCERTAINED BY CALLING SERVICE AT 011 321-2111 OR EMAIL [highdeftv@nuworld.co.za](mailto:highdeftv@nuworld.co.za).**

**OUR SERVICE CENTER WILL FULLY ANALYSE THE TV AND IF NECESSARY UPGRADE THE SOFTWARE OR EXCHANGE THE UNIT SUBJECT TO TERMS AND CONDITIONS.**

**The serial numbers and date of manufacture of the possibly affected items to follow.**

Thanks.

**JEFF GOLDBERG**