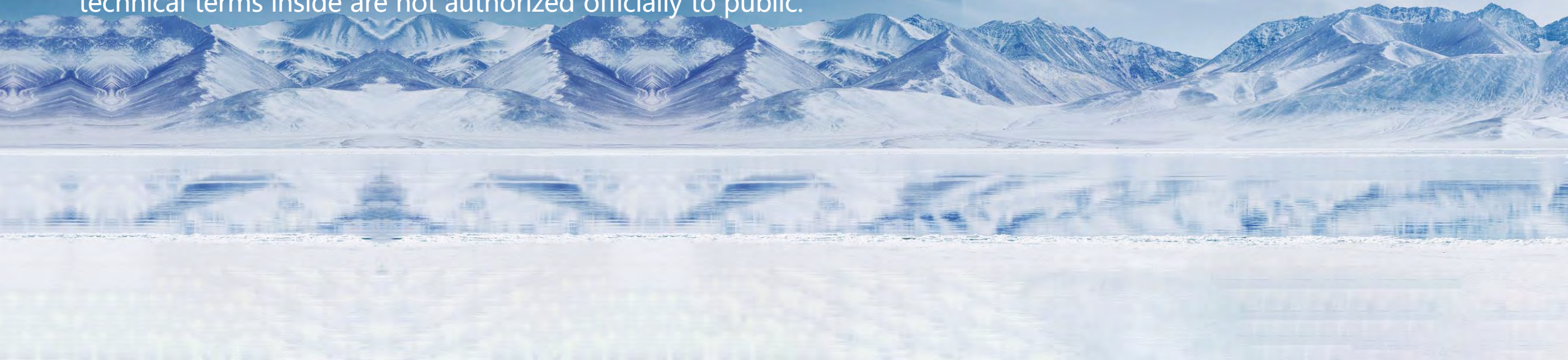
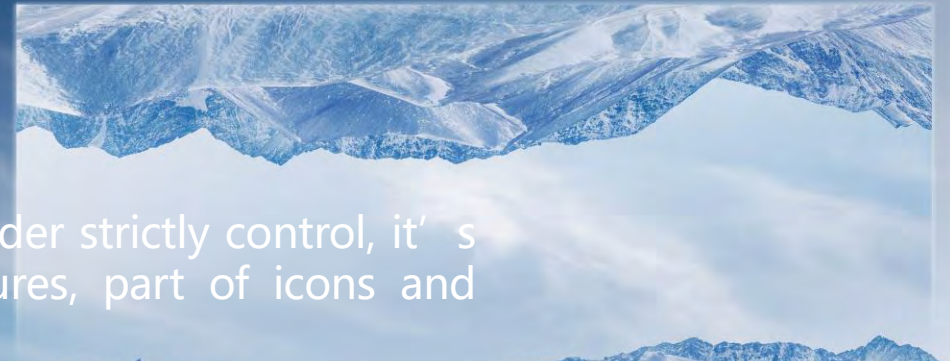


Instructions for use

This “Product Deck” can be only used for meeting with distributions and retailers to discuss about 2023 new product range.

Some content can be adjusted according to local needs.

This document is under highly confidential and can be only shared under strictly control, it' s also not allowed to be used for consumer communication as pictures, part of icons and technical terms inside are not authorized officially to public.



The TCL logo is rendered in a bold, red, sans-serif font. The letters are thick and closely spaced, with a slight shadow effect that gives them a three-dimensional appearance. The background of the entire page is a light blue gradient with flowing, white, wave-like patterns that create a sense of movement and modernity.

TCL

COMPANY PROFILE
TV & SOUND BAR

CATALOG

1 WHO WE ARE

2 WHAT WE ACHIEVED

3 GLOBAL STRATEGY

4 MARKETING VISIBILITY

5 TV PRODUCT

6 SOUND BAR



WHO WE ARE

Committed to building a smart eco-system for all, TCL focuses on designing and manufacturing smart devices, as well as forming open compatible business with our global partners.

Mission

Building a Sustainable & Connected Future with Advanced Technology

Values

Change Innovation Accountability Excellence

Established in 1981 as a multinational company



2022 Operation Income

261.7 B



Social Media Influence of Overseas Brands

Top 2 Score 232.8



Employees

130 k

福布斯
Forbes

KANTAR BRANDZ
2022 MOST VALUABLE
CHINESE BRANDS

Forbes **2022**
**WORLD'S BEST
EMPLOYERS**

#4

Forbes 2022 Global 2000 List
No. 4 among Chinese home
appliance companies

#3

BrandZ 2022 **No. 3**
in China's Top 50 Global home appliance brands
No. 2 in social media influence of overseas brands
(industrial manufacturing)

2022 Best Employers



R&D Centers

42



Patent

83,831



Joint laboratories

10+



Business coverage

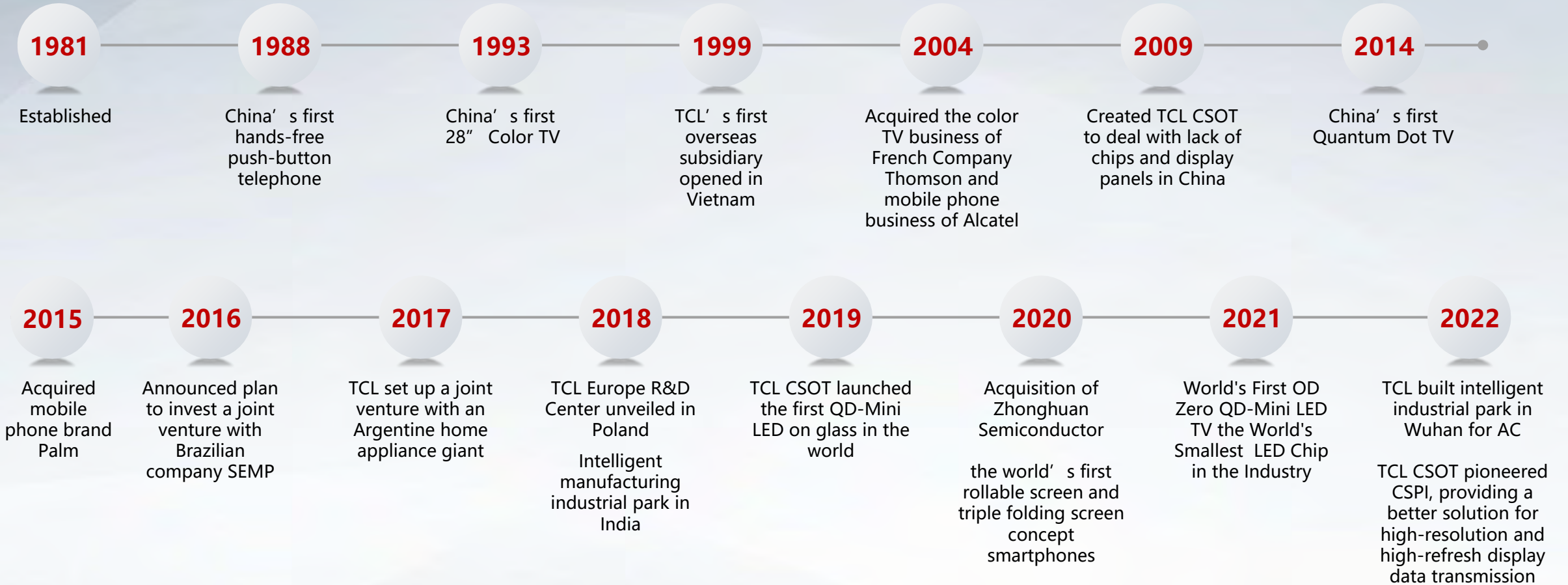
160+ countries/regions



Manufacturing facilities

32

TCL has made some impressive achievements over the years



TCL CSOT Established in 2009

Panel
production line
9

Total
Investment
260_B

Annual
Production capacity
170 Million pieces

Mod base
5

Total Investment	t1	t2	t3	t4	t6	t7	CSOT HUIZHOU	CSOT INDIA
	24.5B	24.4B	20.0B	40.7B	46.5B	42.7B	9.6B	1.5B

ZHONGHUAN Semiconductor

Established in 2002



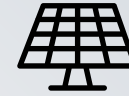
Total Assets

81.2 B



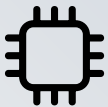
Employees

10000+



Photovoltaic monocrystalline
wafer shipper

world's largest



Semiconductor wafer
shipper

China Mainland largest



G12 and shingle
dual-platform

world's leading



Semiconductor area for power
electronic devices melting single
crystal-silicon wafer

Overseas MS > 18%

Domestic MS > 80%

What we achieved

TCL has gained market recognition in all categories



Android TV

**GLOBAL
TOP 1**



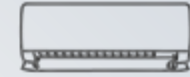
TV panels

**GLOBAL
TOP 2**



TV

**GLOBAL
TOP 2**



Air conditioners

TOP 3



Refrigerators

TOP 1



Smart LTPS
in mobile phone panels

**GLOBAL
TOP 4**



Wash machine

**+111%
CAGR 2019-2022**

Products recognized by the industry



TCL INTRODUCTION

TV & Soundbar

Appearance Design

- QD-Mini LED 8K TV**
X12 / X925 PRO
- QD-Mini LED TV Series**
X11 / C935 / Q854 / X25 / C12E / C835 / R65 TV
- XESS A300/ A300+ ART TV Series**
- RC9 Series / TOUCH TV Remote Control**
- AI TV Camera C Series**

Interface & UX Design

- TCL Care UX Design**
Offer a more friendly experience for the disadvantaged
- TCL Nature Inspired Sound System**
- TCL Growth TV Launcher**
- TCL Movie Mood Explorer**

- TCL Home Theatre Soundbar**
P73 / 93 Series
- TCL RAY · DANZ Soundbar**
TS9030
- TCL Home Theatre Soundbar**
93/S6 Series
- TCL Wow Wireless Speaker**
W73

CES

- CES INNOVATION AWARDS HONOREE**
TCL QD-Mini LED 4K TV C935
Consumer Technology Association 2023
- CES BEST OF INNOVATIONS**
TCL OD Zero QD-Mini LED 8K TV X925 PRO
Consumer Technology Association 2022

IFA

SID

- Peter Brody Prize 2023**
- Best Display Product of 2021 - TCL X10 8K QLED TV**


EISA

- Premium QD-Mini LED TV**
TCL 65C835
EISA AWARD 2022-2023
- Best Buy Soundbar:**
TCL C935U
EISA AWARD 2022-2023
- Best Buy LCD TV**
TCL 55C735
EISA AWARD 2022-2023

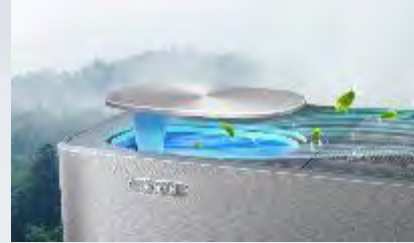
Products recognized by the industry



Air conditioner


Whisper Q-Seires
Window Air Conditioner


Smart Wing
Fresh Air Conditioner Series



REF & WM

Ultra Thin & Embedded REF Series



Ultra Thin & Embedded REF(X Series)



Free-Transform-Zone Series REF



Ultra Thin & Embedded SBS REF



Q-Zone Washing Machine



C12 Washing Machine



C12 Refrigerator



R555 C10 Refrigerator



IFA

 Anti-Pollution and Separate
Washing Innovation Gold Award
Product Technical Innovation Award
2019

 Full DC Inverter Technology
Gold Award
Product Technical Innovation Award
2018

CES

 TCL Crystal Four-Door
Refrigerator Smart Home
Consumer Technology Association
2018

AWE

 AWE Excellent Product
Award 2023
AWE Gold Word of Mouth
Award 2018

| Others

Full-set

TCL C12/P12 AIxIoT Home Appliances Promotion



Office Conference Display

NXTHUB V60 All-in-One Smart Display Series



4G Tablet for Online Education

TCL NXTPAPER 11



Smart Headset / Glasses

VR Glass Avatar / Education VR Headset / LEINIAO AR



Wi-Fi Router

Ultrathin Mesh Router / CPE Air / 5G CPE 2



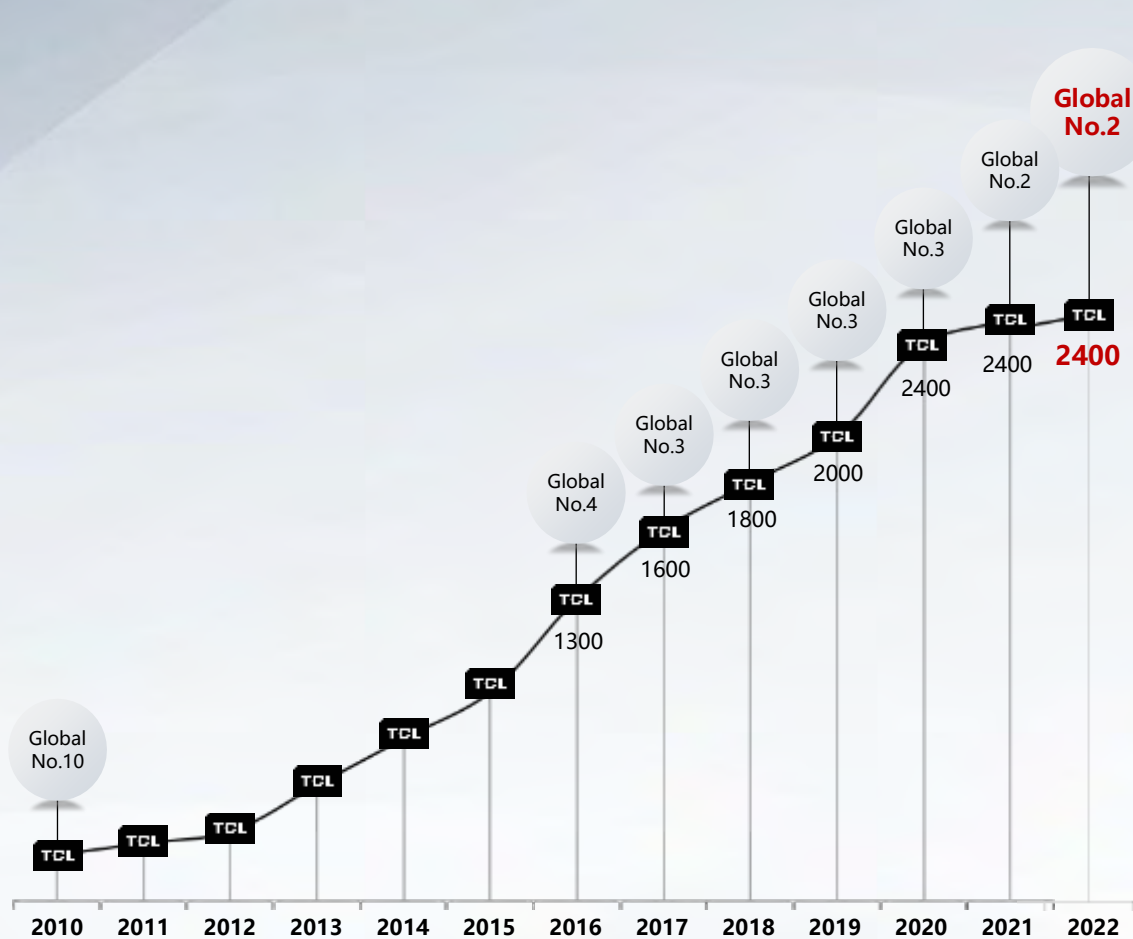
Smart Phone

TCL FLEX V Foldable Smart Phone



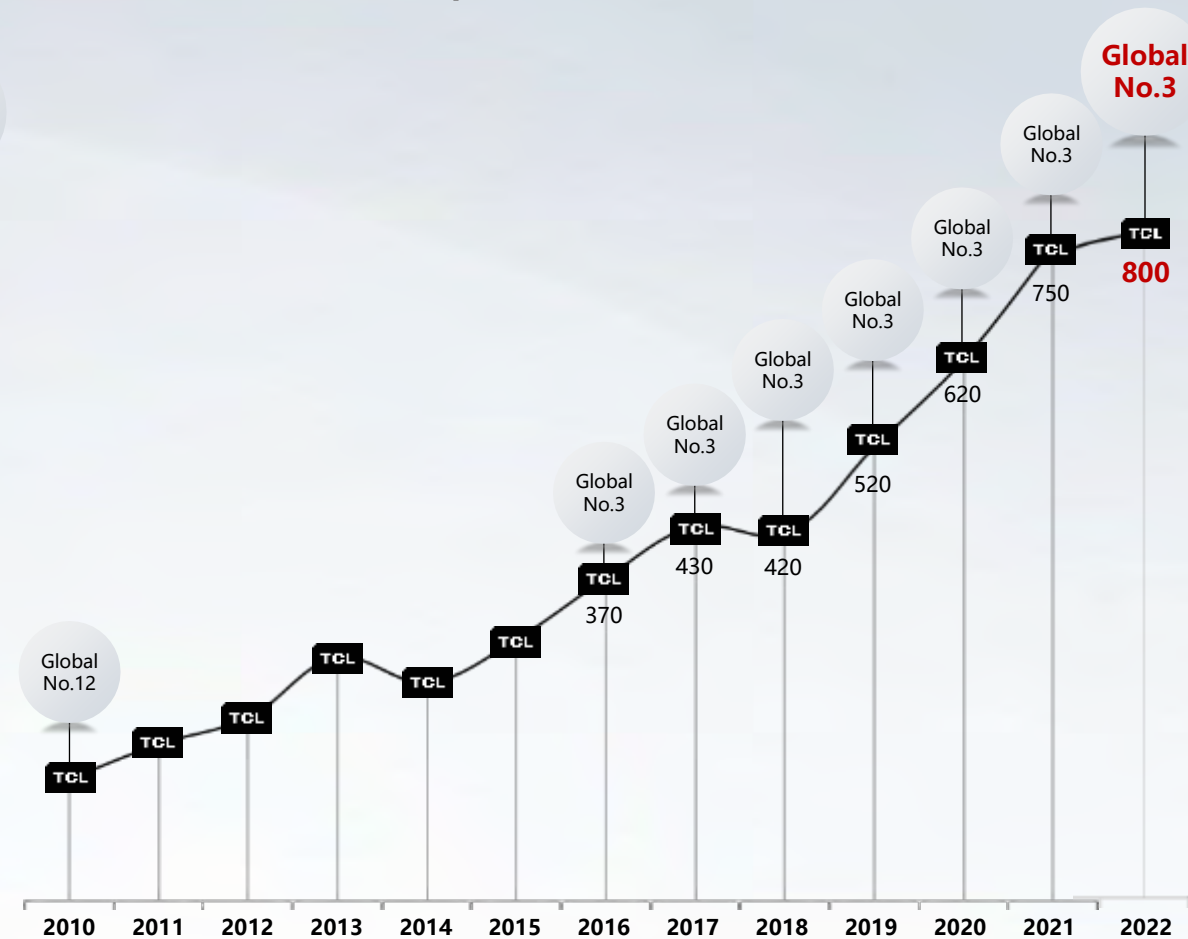
TOP 2

Global TV Shipments (10k)



TOP 3

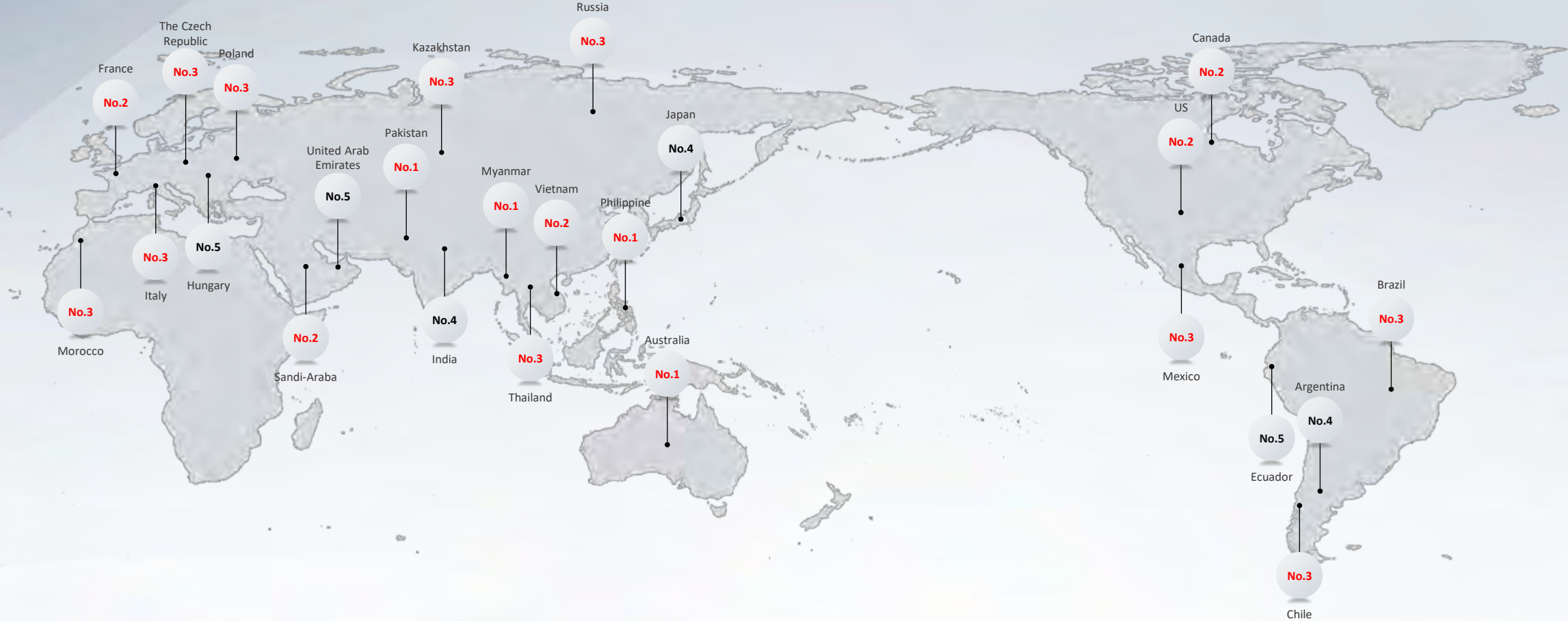
Air Conditioner Exporter (10k)



TCL INTRODUCTION

Note: TV shipment from Omdia, AC data from China customs

Become TOP brands among more countries in the TV market



GLOBAL STRATEGY



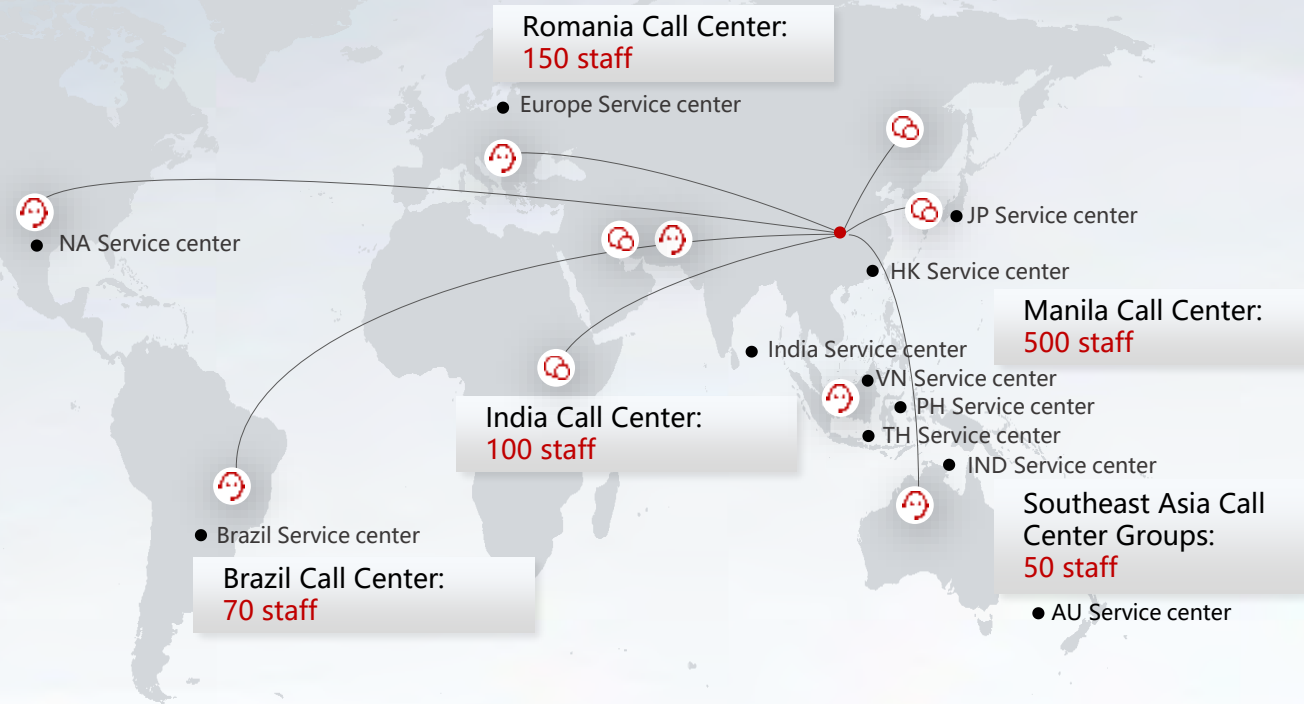
**Proactive Fashionable
Innovative Intelligent**

**INSPIRE
GREATNESS**

TCL INTRODUCTION



Worldwide after-sales network covers all product categories, multiple channels and languages




All launched categories
including TV, air conditioners, refrigerators, washing machines, mobile phones, soundbar, air purifiers, and other IoT products

Supporting 37 languages
including English, all EU languages (27), Russian, 5 local languages in India, 3 local languages in Southeast Asia

5 communication channels
phone call, Email, Live chat, WhatsApp, Facebook

35,000 calls/month CRM and Genesys system support

 After-sales Service by TCL

 Technology Support

Worldwide after-sales network for overseas businesses

TCL INTRODUCTION

Guarantees stable MDA supply with global supply chain layout

Global production Capacity

70+ Million Units

17 Major TCL-owned Factories

3 Joint Venture Factories

20+ Strategic Factories

CHINA :

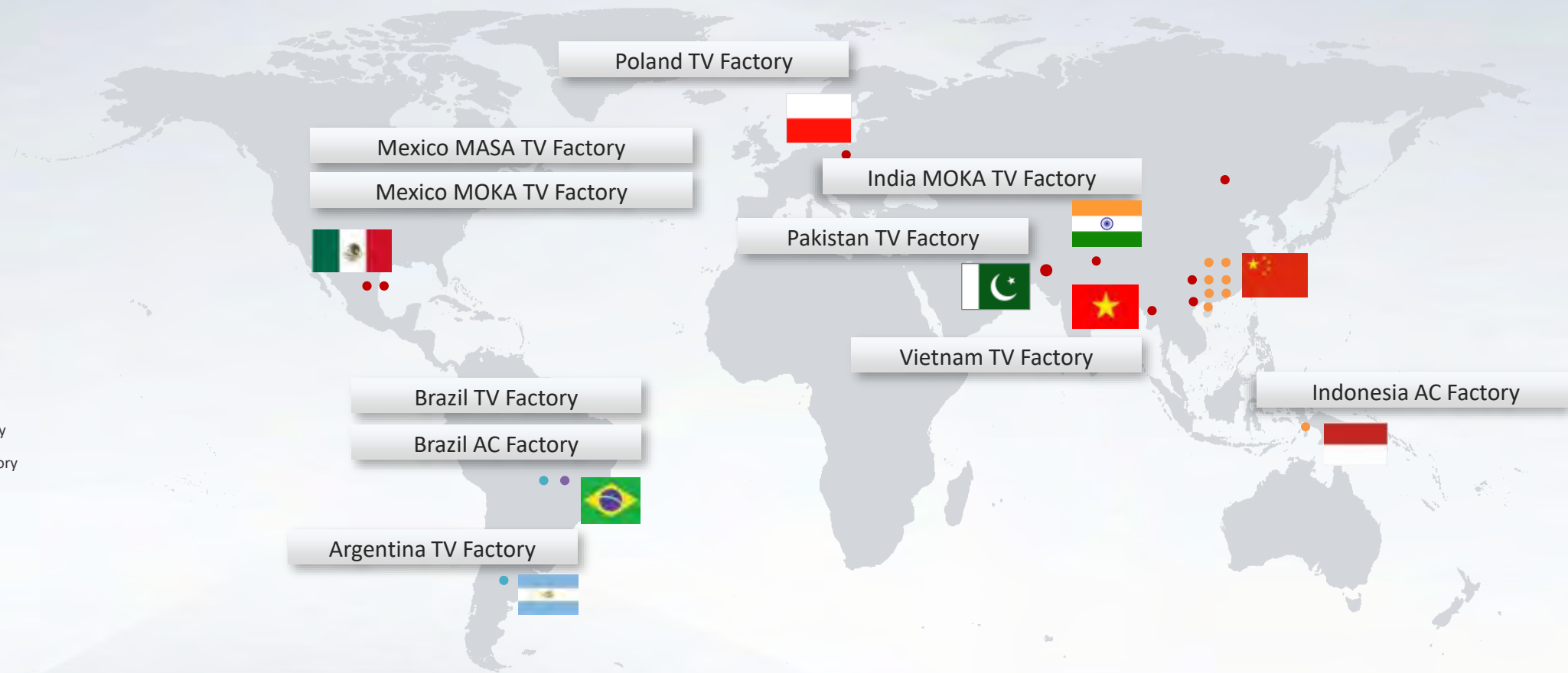
3 TV factory

4 AC factory

2 REF factory

1 WM factory

- TCL-owned TV factory
- Joint venture TV factory
- TCL-owned AC/REF/WM factory
- Joint venture AC/REF/WM factory





MARKETING VISIBILITY

Considered as an important part of TCL' s globalization strategy, marketing is always top of mind within the group. TCL actively participates in international and local event sponsorship, IP cooperation and marketing campaigns.

GLOBAL BRANDING (SPORTS)

International Basketball Federation (FIBA)

Global Partner



CONMEBOL Libertadores

Official Sponsor



TCL Brand Ambassadors

Rodrygo & Raphael Varane
Pedri & Phil Foden

TCL INTRODUCTION

GLOBAL BRANDING (SPORTS)

Brazil National Football Team
World Partner



Italy National Football Team
Official Partner



Spain National Football Team
Premium Partner



Czech National Football Team
Premium Partner



REGIONAL BRANDING (SPORTS)

Arsenal FC
Official Regional Partner



Australian Football League (AFL)
Official TV & Whitegoods Partner



National Football League (NFL)
Official TV Partner



Melbourne Cup Horse racing, Australia
Partner since 2020



Sunrisers Hyderabad, IPL, India
Official Sponsor



The Philippine Basketball Association (FBA) The Philippines
Partner since 2015



TCL INTRODUCTION

GLOBAL BRANDING (ENTERTAINMENT)

TCL Chinese Theatre USA

Owner of the naming rights to the word-famous
TCL Chinese Theatre in Hollywood, California since 2013



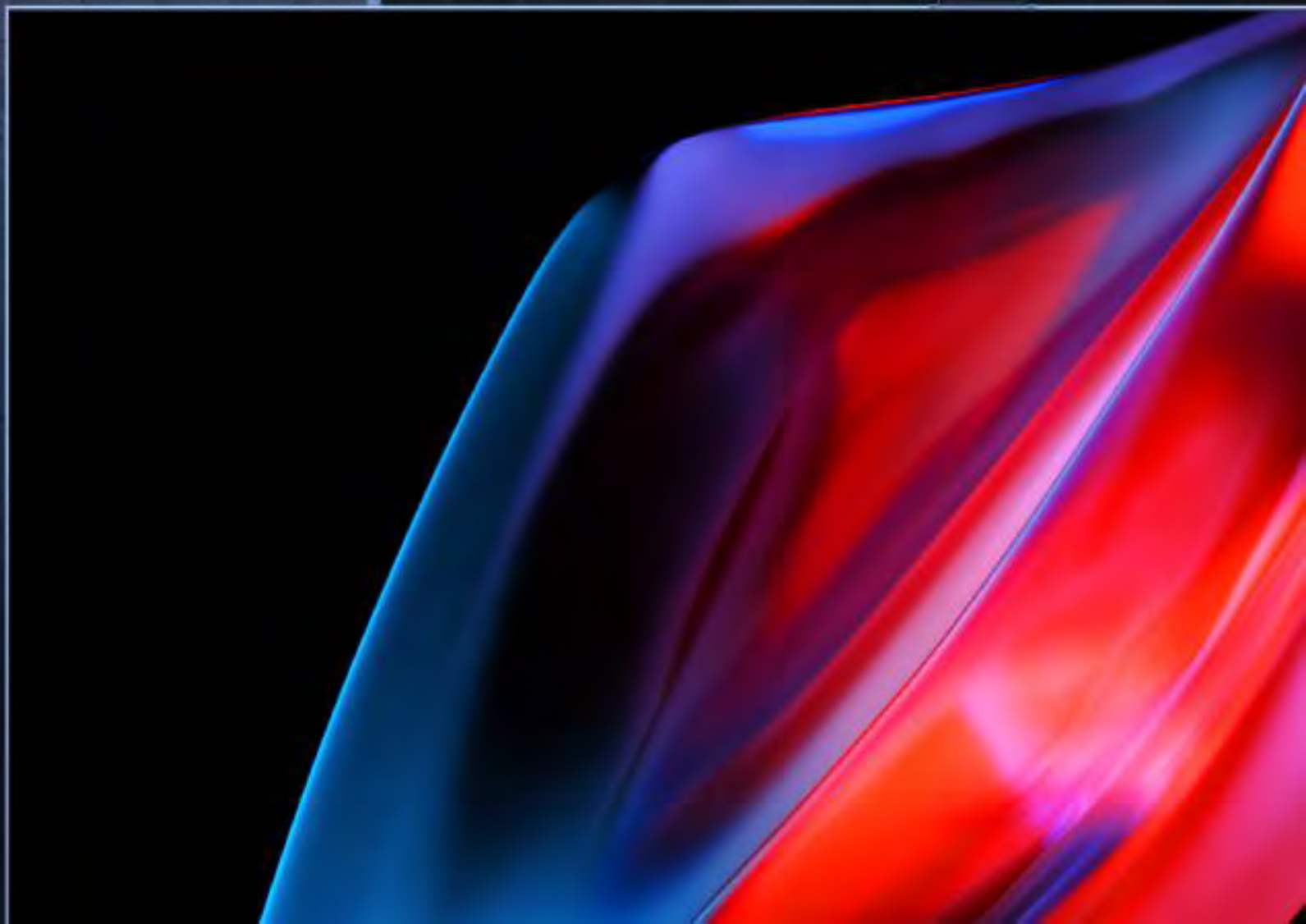
Call of Duty

Official TV Partner



TV PRODUCT

- 2023 TCL TV Product Roadmap
- TV Technology
- TV Product Range
- TV One Page



The background is a dark blue space filled with a dense field of glowing, light blue lines that curve and converge towards the center, creating a sense of depth and movement. Interspersed among these lines are numerous small, bright white and yellow dots, resembling data points or stars. A few small, hollow square icons in yellow and light blue are scattered throughout the scene. The overall aesthetic is high-tech and digital.

2023 TCL TV Product Roadmap

2023 TCL TV Product Roadmap

Before	2023	TV Classification Based on Technical Specifications			
X925	X955	Mini LED	144Hz	Quantum Dots	4K HDR Google TV
C935	C955				
C835	C845				
	C755				
C735	C745				
C635	C645				
	98P745		144Hz		
P735	P745				





Disclaimer: P745 is not available in all countries. Please refer to the actual situation of each country.

TV Technology

- TV Panel
 - 6 Scenarios for TV
- AiPQ Technology
- Sound Quality
- Smart Experience
- TV Design

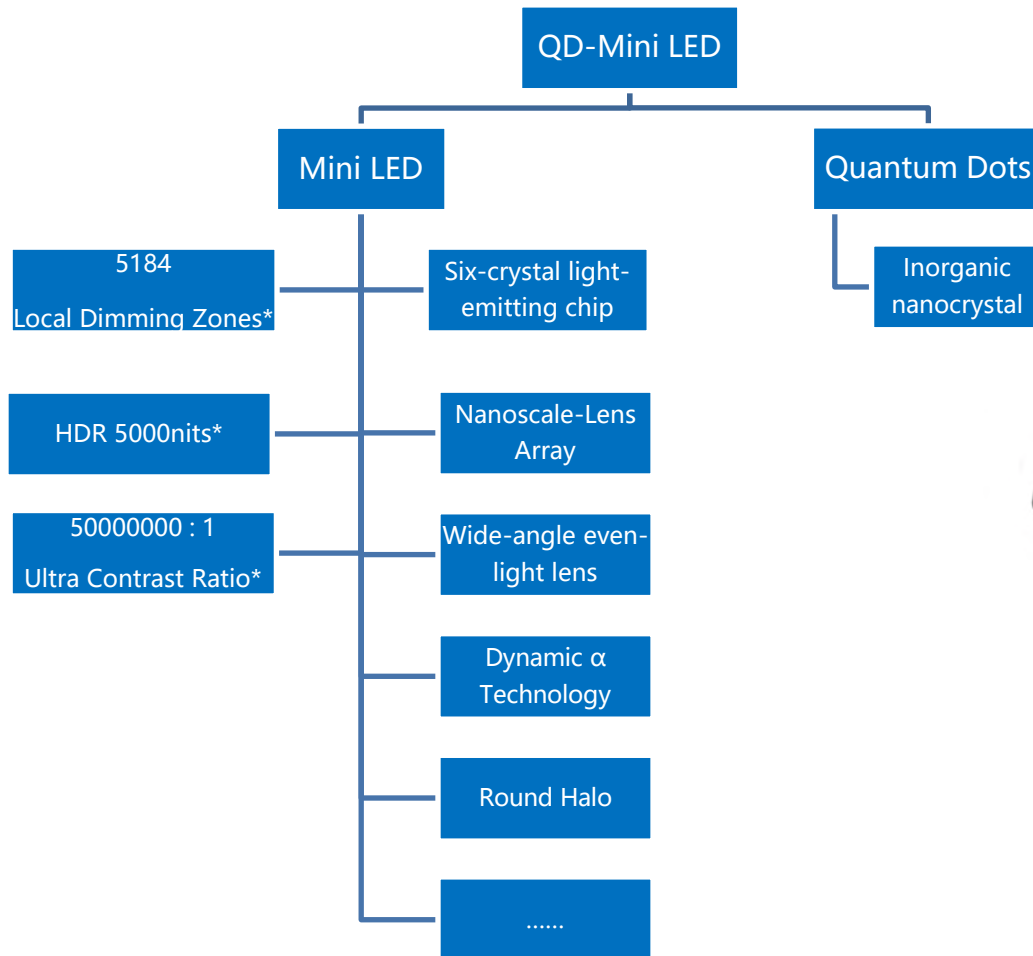


TV Panel

- **QD-MiniLED** QD-Mini LED
- **Mini LED** Mini LED
- **Quantum Dot** Quantum Dots
- **LOCAL DIMMING** Local-dimming
- **4K** ULTRA HD
3840 x 2160 Pixels 4K Resolution
- **144Hz** 144Hz Refresh Rate
-  Quick Response Time
-  Low Reflections
-  Low Blue-Ray Mode
-  Flicker-Free



QD-Mini LED



* 5184 Local Dimming Zones, HDR 5000nits and Ultra contrast ratio are available in: X95 Series

QD-Mini LED

High-performance QD-Mini LED display

Unique backlight technology brings uncompromised contrast, brightness, and uniformity for incredible viewing in any environment.



QD-Mini LED

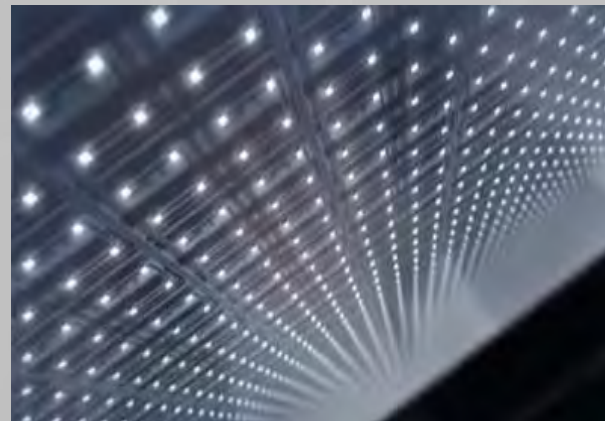
Excluding design (Thinnest FALD ever), QD-Mini LED has a quadruple advantage on picture quality:

Higher Brightness
Better Uniformity

Higher Contrast
Less Blooming



Smaller LED



More LED



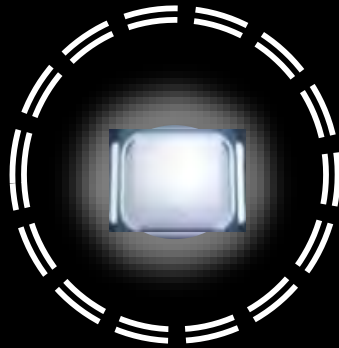
More Dimming zones

QD-Mini LED

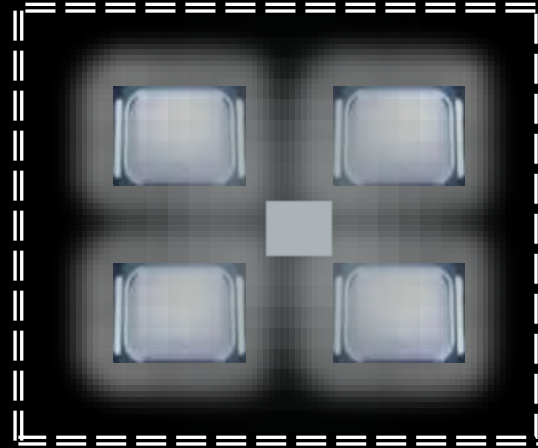
Round Halo
Less Blooming



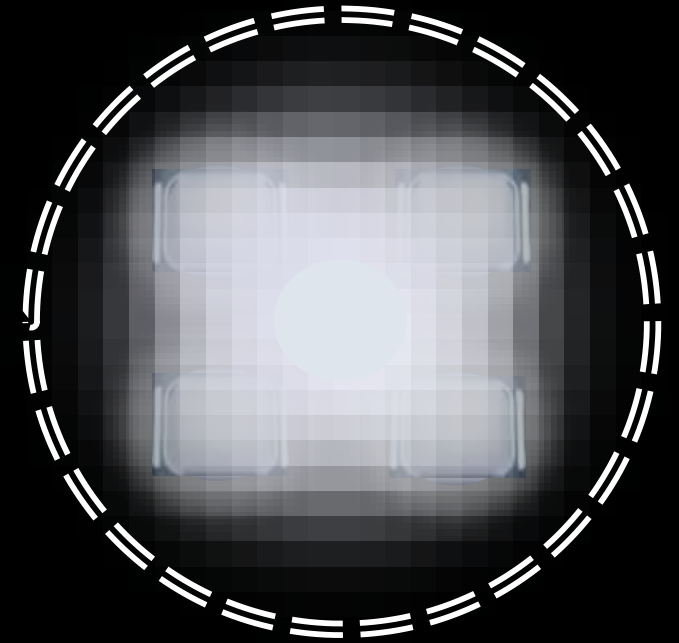
Conventional
Mini LED



TCL Mini LED



Conventional QD-Mini LED
Backlit partition



TCL QD-Mini LED Backlit partition

QD-Mini LED

Round Halo Less Blooming



Conventional QD-Mini LED TV



TCL QD-Mini LED TV

TCL QD-Mini LED TV displaying letters on a black background will be rarely blooming around the letters. Due to the dispersion of the circular halo of the QD-Mini LED backlit partition, there will be almost invisible square partition halo around the letter.

QD-Mini LED

Direct Drive
Fast and No Smear



Conventional QD-Mini LED Drive



TCL QD-Mini LED Direct Drive



Under high refresh rate image switching, TCL Mini LEDs will change synchronously and the delay of this change is as low as **1 frame**.

When displaying high-speed moving pictures, the TCL QD-Mini LED Direct Drive can prevent high-speed moving objects from displaying shadows, which greatly improves the viewing experience.

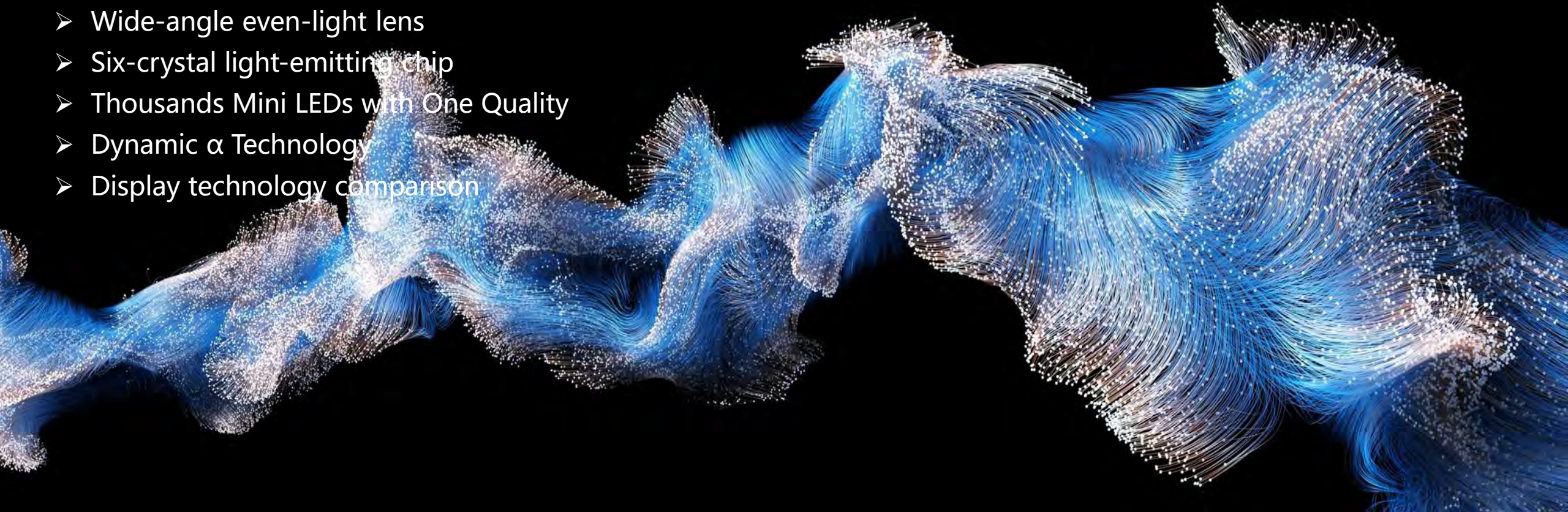
2023 TCL QD-Mini LED Tec and Intro

Tec

- Ultra brightness
- Ultra Local dimming zones
- Ultra Contrast Ratio
- Nanoscale-Lens Array
- Wide-angle even-light lens
- Six-crystal light-emitting chip
- Thousands Mini LEDs with One Quality
- Dynamic α Technology
- Display technology comparison

Intro

- Product awards
- Wide selection of sizes



Ultra brightness

Peak brightness 5000nit

In daily life scenes whether in natural light, or under the illumination of light, the luminance of the vast majority of object surfaces are around 5000nits, or even higher, such as a shimmering lake in the sunlight, the reflection is around 5000nits, and then the common fluorescent light, the reflection of the floor and desktop also has more than 4500nits. A TV with less than 500nits peak brightness, decoding this 5000nits high brightness scenes, the brightness is bound to be compressed, the brightness of some dark images followed by compression, when the dark brightness is compressed to the human eye can not perceive, it may lead to dark details lost, significantly reducing the viewing experience. This is why we watch TV, there is no look at the real world of that three-dimensional sense, immersion, real sense.

Ultra Local Dimming Zones

Highly customized for every frame

The entire screen is finely divided into up to 5184 zones. The TCL local dimming chip perfectly corrects and balances the backlight and image by calculating the brightness intensity for each zone based on image signals, ensuring that each frame can show more light and shadow details as compared to a conventional TV.



5184 local dimming zones are available in: X95 Series

Ultra Contrast Ratio



Darker black, brighter light

The high contrast ratio of 50000000 : 1 provides excellent contrast between light and dark for real-world visual enjoyment (resulting in sharper images and more detailed color levels), from a dazzling glow in the starry sky to a gorgeous rainbow after an evening shower, the layers/detailed colors are visible as if you were there.

50 million : 1 contrast ratio available in: X95 Series
20 million : 1 contrast ratio available in: 98" C955

Nanoscale-Lens Array



Precise light control to get everything just right

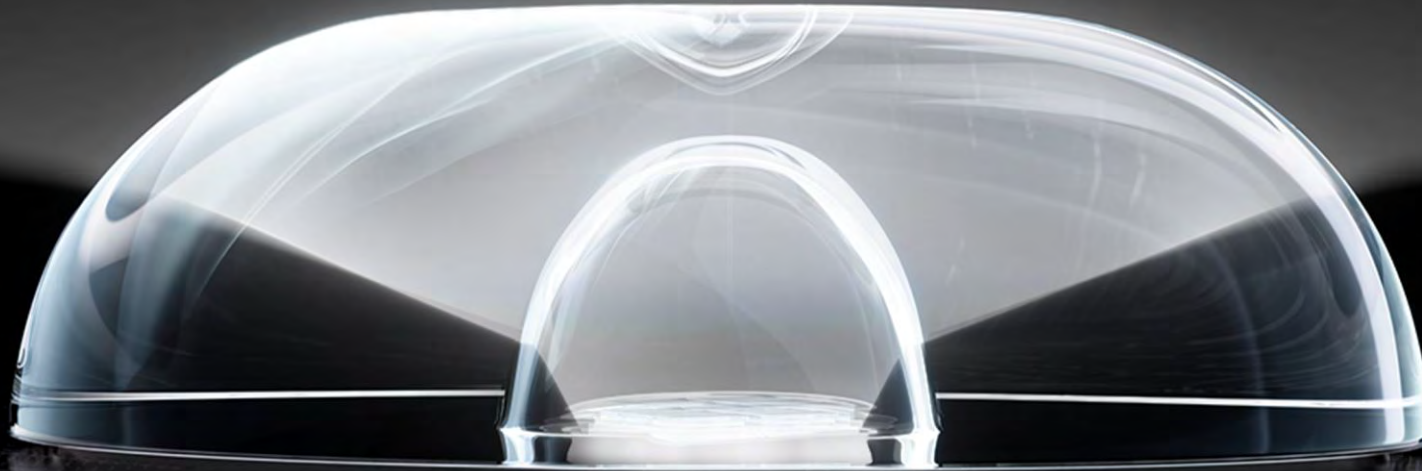
By controlling the light-emitting area and light pattern of each emitting chip, it improves the uniformity of the image screen display while significantly reducing haloes to provide an immersive viewing experience comparable to that of OLED.

Nanoscale-Lens Array available in: C75 Series

Wide-angle even-light lens

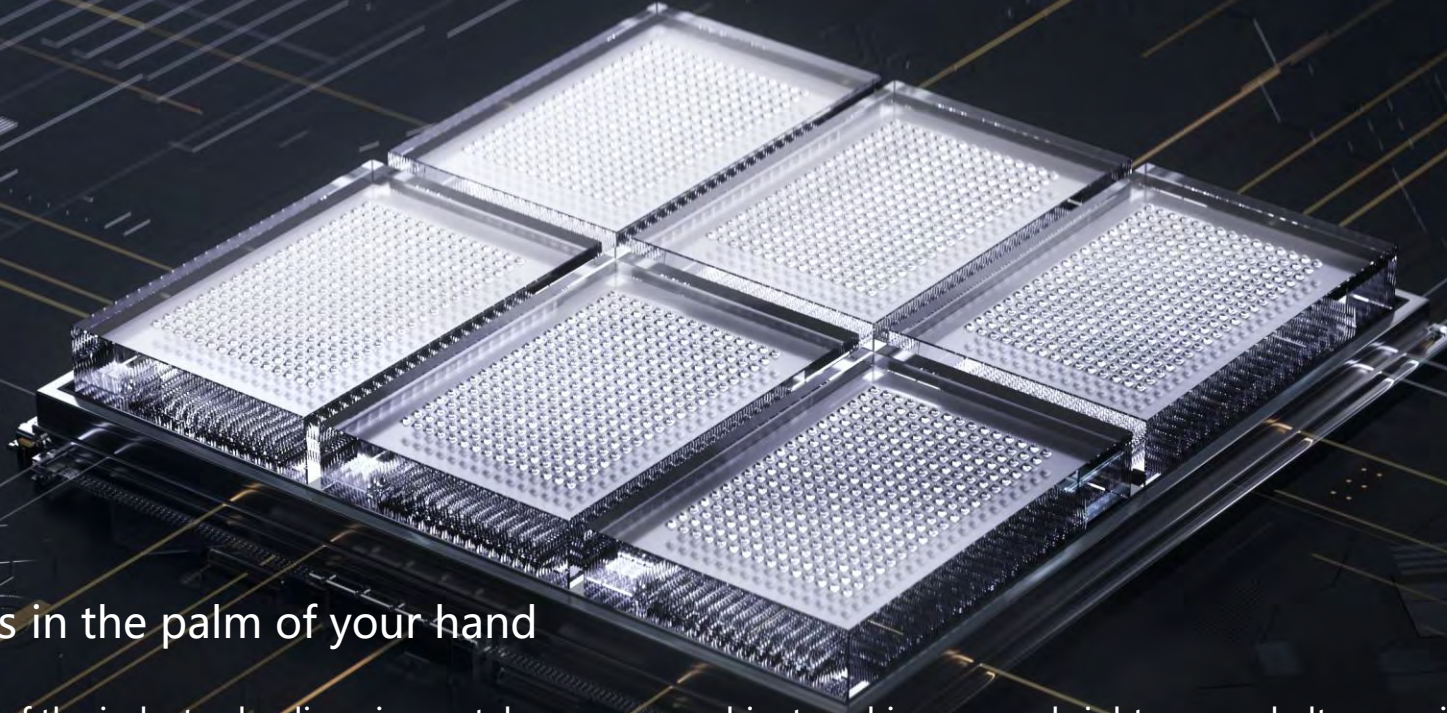
Every light as good as the others

TCL's innovative microstructure design can precisely control the direction of light, and the large width improves the balance and stability of the backlight, making the details of the picture clearer.



Wide-angle even-light lens chip available in: X95, C95 Series

Six-crystal light-emitting chip



Light and shade details in the palm of your hand

TCL's innovative introduction of the industry-leading six-crystal square core chip, to achieve super brightness and ultra-precise backlight control, provides a level of light and darkness that could not be shown in previous LED TVs, and details are restored, so that the light and shadow deviations caused by different angles are also under control.

Six-crystal light-emitting chip available in: X95, C95 Series

QD-Mini LED

Ten thousand Mini LED
Exactly the same



- ▶ Voltage
- ▶ Power
- ▶ Light wavelength

Same deviation, same quality.

All Mini LEDs, the error of voltage, power and light wavelength are of the same quality.

Thousands of Mini LEDs have almost the same quality, which makes the single-color image uniform.

QD-Mini LED

Dynamic α Technology

Dynamic adjustment of up to 16 levels of backlighting parameters per partition according to the picture characteristics of each partition, reducing light leakage from low-light content and optimising halos while maintaining detail in bright areas.



Display technology comparison

	Peak brightness	Average brightness	Darks	Color volume	Viewing angle	Reflections	Burn in
QD-Mini LED	5000 nits	800 nits	0.001	100%	Wide	Low	No risk
W-OLED	800 nits	150 nits	0.001	70%	Very wide	Very Low	Some risk
Status	Important for HDR effect	Important for bright living room	Important for details in darks	Lifelike colors	Living room experience	Bright room watching	Consumers don't want this effect
Who is Better	QD-Mini LED	QD-Mini LED	Equal	QD-Mini LED	Similar	Similar	QD-Mini LED

Disclaimer: above is a technology comparison. Remove this slide from presentation depending on your customer or audience if needed.

QD-Mini LED

International authoritative
assessment



R655 get Rtings score: **8.3**

C835 in NA version is R655



QD-Mini LED



International authoritative
assessment



C835 also gain "PREMIUM QD-Mini LED TV 2022-2023" EISA Award

Technical matching size

QD-Mini LED

QD-Mini LED conforms to the trend of large display size. Its display effect is not only comparable to that of OLED, but also has the advantages of high brightness, low power consumption, and long life. Therefore, TCL provides 75/85/98 inch QD-Mini LED TV for everyone to choose from.



Next Generation QD-Mini LED available in : X95, C95, C84, C75 Series

QD-Mini LED

TCL pioneering QD-Mini LED TV and already offers QD-Mini LED TVs from core to flagship models

C825 Series
(55/65')



2021 Q2

X925 Series
(65/75')



2021 Q3

X925 Pro Series (85')



2021 Q4

C83 Series
(55/65/75')



2022 Q2

C93 Series
(65/75')



C84 Series
(55/65/75/85')



2023 Q2

X95 Series (85/98')
C95 Series (65/75/85/98')
C75 Series (50/55/65/75/85/98')



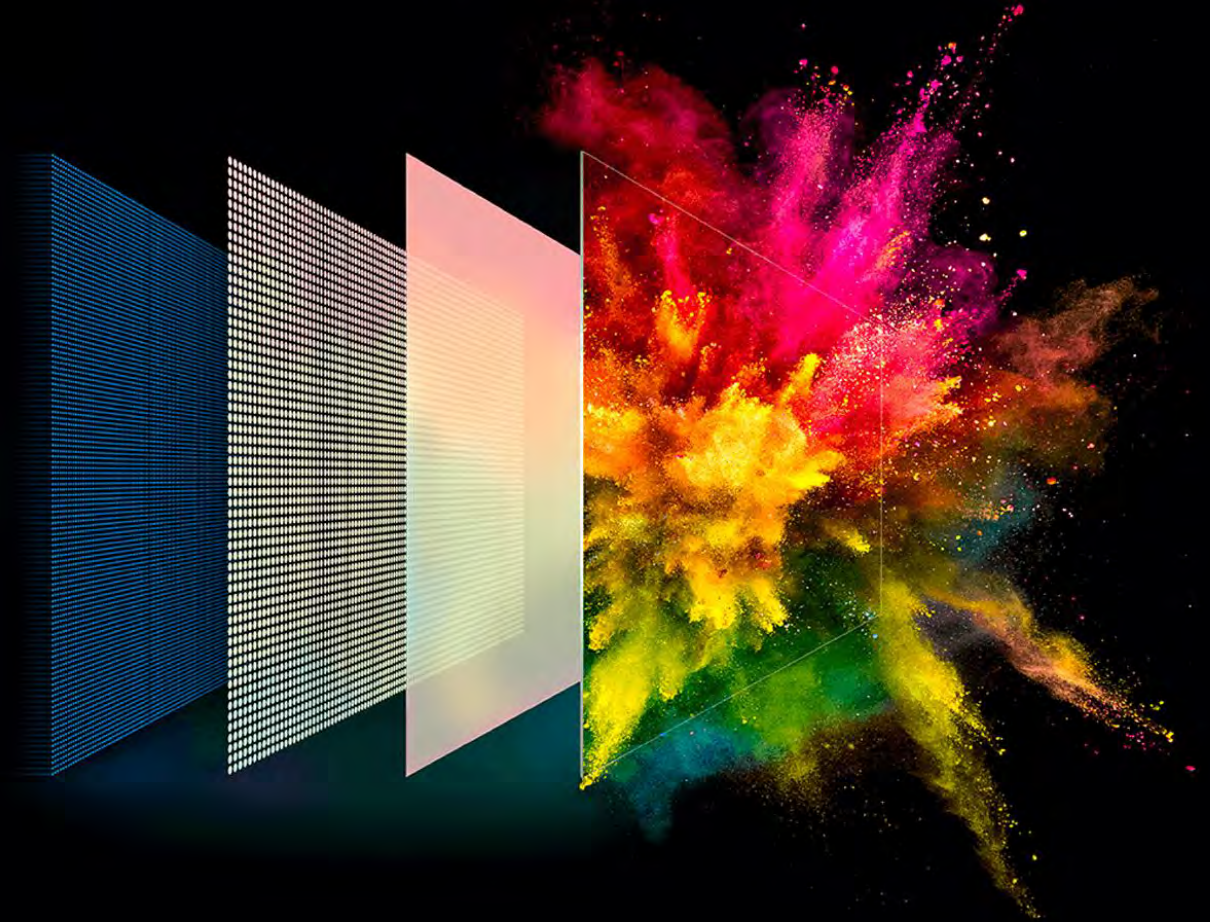
2023 Q3

Quantum Dots

The exceptional colors of TV

Thanks to state-of-the-art Quantum Dot technology, TCL QD-TVs deliver genuine cinematic colors made from over a billion colors and shades.

All of the colors that cinema cameras can capture make it possible to deliver a level of color reproduction, detail and depth which are unrivalled compared with any other traditional LED or OLED TV.



Quantum Dots available in: X95 and All C Series

Quantum Dots

Rich, Vibrant and Natural colors

Quantum Dot technology utilizes efficient light emitting nano-crystals for the precision control of individual picture elements. Turn up the color volume for truer whites and a richer, more vibrant and more natural expanded range of colors.



Quantum Dots available in: X95 and All C Series

Quantum Dots

The original is even better

The use of the latest Quantum Dots material allows TCL TVs to easily achieve purer and fuller picture colors, making every frame exceptionally colorful.

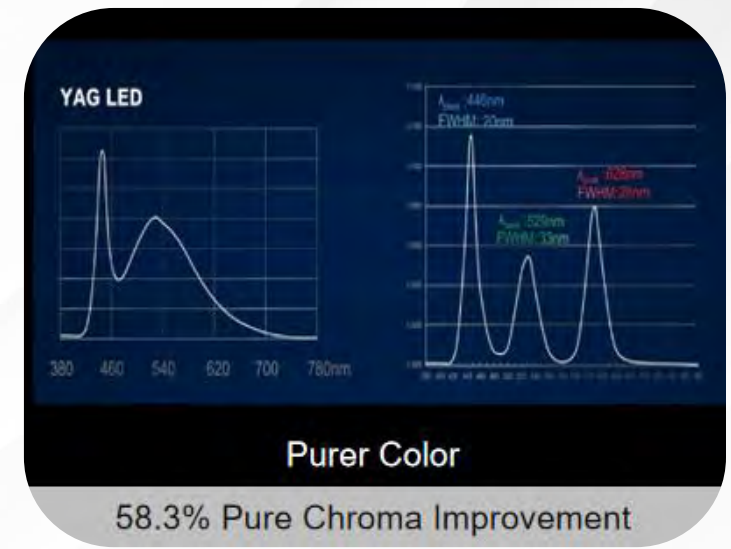
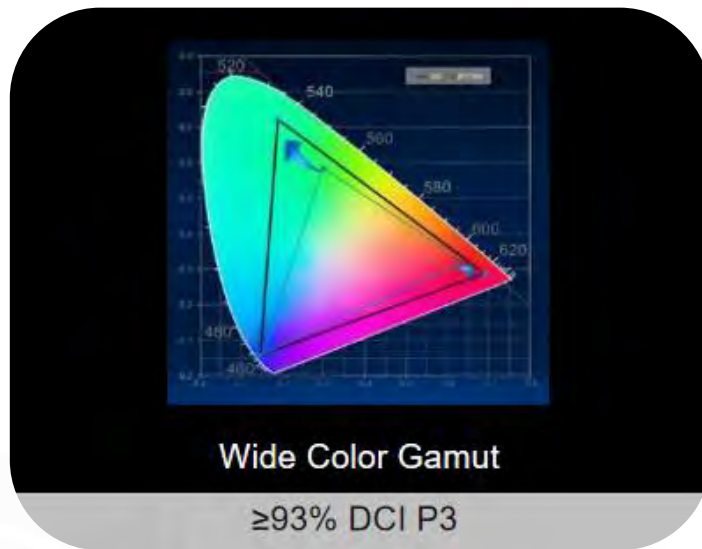


Quantum Dots available in: X95 and All C Series

Quantum Dots

Main Benefits

Quantum dots (QD) are very small inorganic nanocrystals. When a quantum dot is struck by light, it glows with the most finely tuned color. Currently, The quantum dot backlight reproduces the most true-to-life color. With the QD, LED TV can achieve wider color gamut, purer color and longer lifespan than OLED or any other LED TV without QD.



Quantum Dots available in: X95 and All C Series

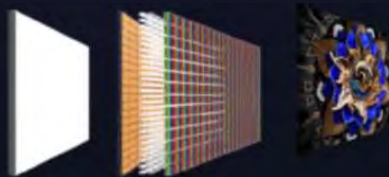
Mini LED & Quantum Dots

Quantum Dots technology helps to deliver a new standard in TV performance with high-performance Mini LED. This combination of technology also yields improved total TV brightness, a substantial increase in contrast control ones, smoother and improved even light distribution throughout the screen, enhanced uniform reproduction of color across the screen, wider viewing angles, and a slimmer design.

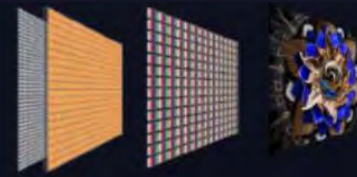
QD-Mini LED light-emitting principle



LCD light-emitting principle



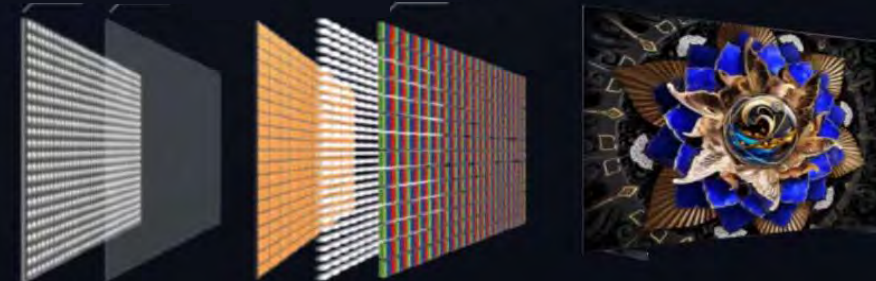
OLED light-emitting principle



QD-Mini LED light-emitting principle

Mini LED backlight
Quantum dots

Color Filter

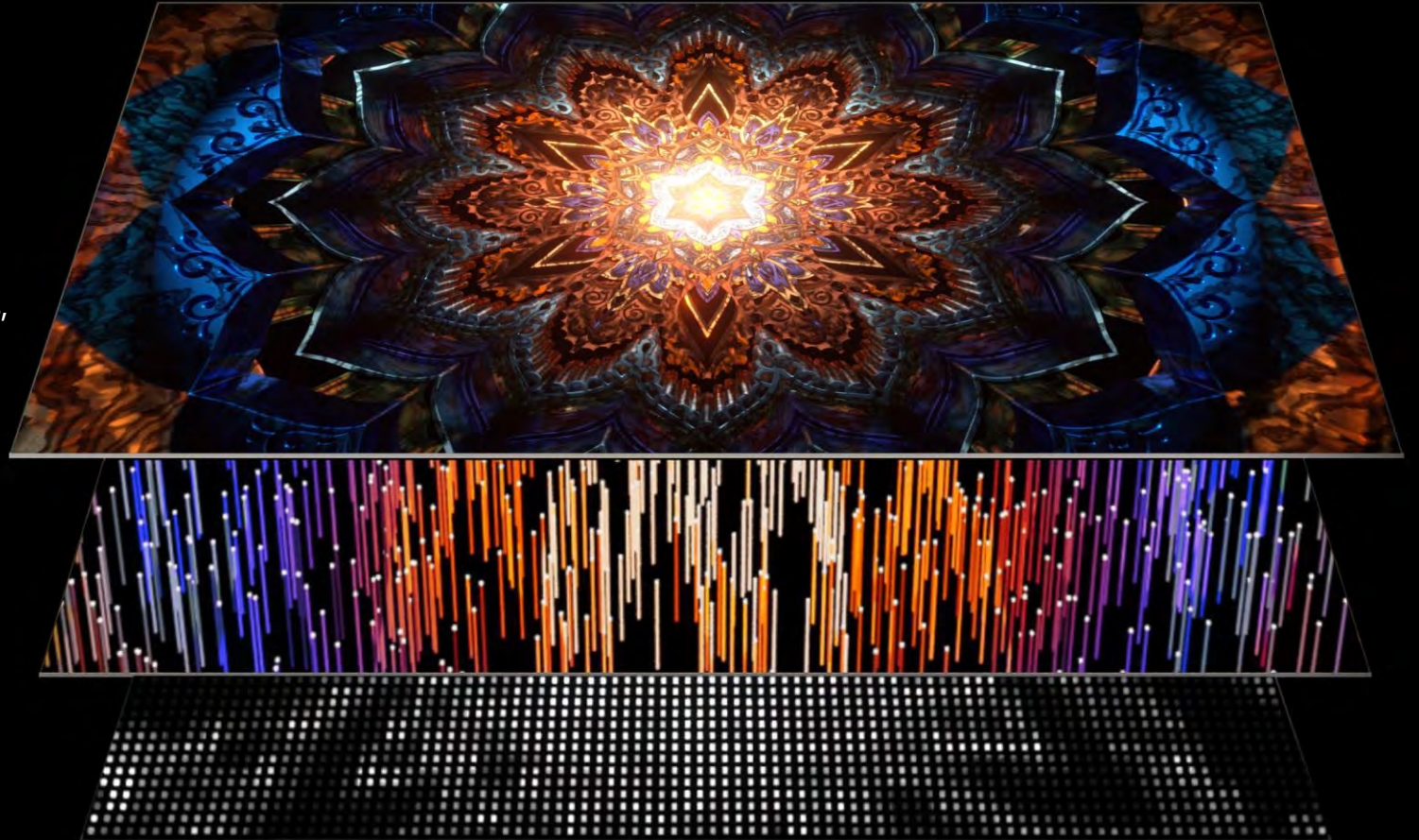


TCL QD-Mini LED combines the advantages of both LCD and OLED, upgrading the traditional surface light source to a pixel-level point light source, while using Quantum Dot Pro 2023 technology to achieve ultra-high contrast ratios with a higher brightness, color gamut and lifespan than OLED. This is truly the next generation of large screen display technology.

QD-Mini LED

Visual Masterpiece, Peak Performance

TCL QD-Mini LED is a visual masterpiece that presents astonishingly vivid visuals with lifelike colors and an ultra-high contrast ratio. It also features higher peak brightness, a wider color gamut, a larger screen size, and a longer lifespan, making it a leading-edge display technology.



The background is a deep blue, almost black, space filled with dynamic light effects. Numerous bright blue and white light trails streak across the frame, creating a sense of motion and depth. There are several prominent bokeh effects, which are out-of-focus light spots, scattered throughout the scene. The overall aesthetic is clean, modern, and high-tech.

Visual experience



5184 Local Dimming Zones HDR 5000nits

Peak Performance

TCL X955 is equipped with 5000+ local dimming zones that cast pixel-level light control, delivering jaw-dropping lifelike details. With up to 5000+ nits peak brightness, you can witness a lossless image in TCL X955, just as your naked eyes do. The shimmering lake, intense sunshine, or even a sparkle in the starry sky can become even more real and immersive.

HDR 5000nits

5184 Local Dimming Zones and HDR 5000nits available in: X95 Series



2160 Local Dimming Zones HDR 2000nits

Peak Performance

TCL C955 is equipped with 2000+ local dimming zones that cast pixel-level light control, delivering jaw-dropping lifelike details. With up to 2000+ nits peak brightness, you can witness a lossless image in TCL C955, just as your naked eyes do. The shimmering lake, intense sunshine, or even a sparkle in the starry sky can become even more real and immersive.

2160/2304/2160/1344 local dimming zones are available in: 98/85/75/65" C955

1344 Local Dimming Zones



Highly customized for every frame

The entire screen is finely divided into up to over 500 zones. The full array local dimming precisely corrects and balances the backlight and image by calculating the brightness intensity for each zone based on image signals, ensuring that each frame can show more light and shadow details.

1344/880/640/512/384/336 local dimming zones are available in: 98/85/75/65/55/50" C755

HDR 1300nits

Bright and brilliant

With a brightness level of up to 1300 nits, C755 comes with a remarkably vivid visual for plenty of lighting conditions, even in broad daylight. Enjoy the details hidden in the sunny or shadowy scene.

HDR 1600nits available in: 98" C755
HDR 1500nits available in: 85" C755
HDR 1300nits available in: 55/65/75" C755
HDR 1250nits available in: 50" C755



Full Array Local Dimming



Divisional light control, distinct light and shade

A hundred or thousands of times more than ordinary LED TV partitions, with uniform picture transition, clear layers and full stereoscopic feeling.

One light, One control

Brightness Up, Clarity Up, Halo Down

TCL's industry-first optical imaging microstructure, with high luminous efficacy LEDs & dual crystal six-zone light emitting chips to achieve one-light, one-control light control capability, so that the picture presents a richer bright and dark details. It also brings a 30% increase in luminous efficiency, 60% increase in luminous area, 50% reduction in halo and 4 times increase in spotlight effect.

Full Array Local Dimming available in: X95, C95, C84, C75, C74 Series
One light, One control available in: C74, C75 Series

Wide Color Gamut

One Screen See the colorful

Thanks advanced display technology and materials, TCL TVs achieve a wider color gamut, and show images that are brighter, more vibrant, and true-to-life.



Wide Color Gamut available in: All X/C/P Series and 98P745

High Color Depth

10 bit Color depth 1.07 billion colors

TCL TVs can display 1.07 billion colors, making each shade precise and pure resulting in smoother transitions. More colors make more details across the scene. The color transition is smoother and more natural, and is close to what you see in reality.



TCL TV



Conventional TV

High Color Depth available in: All X/C/P Series and 98P745

144Hz Refresh Rate

144Hz means that the screen refreshes 144 times per second to display a new image smoother than 120Hz. The 144Hz refresh rate is the standard refresh rate of the current gaming e-sports level and this refresh rate will satisfy most high-level gaming displays.



144Hz Refresh Rate available in: X95, C95, C84, C75, C74 Series and 98P745

TÜV Realistic Visual Experience

A pioneer in realistic color and eye wellness

TCL QD-Mini LED provides comforting natural colors that deliver realistic color perfection, spectacular contrast control, and flicker-free viewing experience under the TÜV Rheinland standard.



TÜV Rheinland has defined a test standard for real visual experience for Mini LED. It is based on internal research and industry standards, but exceeds the industry standard. TCL products has been tested according to these criteria in the laboratory, and proves that it can provide users with a realistic visual experience in ambient light conditions.

TÜV Realistic Visual Experience available in: 85" X955 and 65" C755

IMAX ENHANCED

IMAX picture and DTS sound
DUAL CERTIFICATION

IMAX-Level Projection System,
Private Theater Level Experience



IMAX ENHANCED available in: X95, C95, C84, C75, C74 Series and 98P745

Movie Mode

Plan a blockbuster movie night

As surprising as it may sound, you may become engrossed in the plot while watching Movie Mode on your TCL TV. It accurately reproduces every nuance, shade, and color as intended by the director. Just sit back and unwind with a fantastic movie.



Sports Mode

Miss no highlight

Supercharged by AiPQ Processor/Engine 3.0, TCL Sports Picture Mode provides ultra-smooth moving visuals with high resolution and brings the stadium experience into your home by displaying a billion different shades of color. We know every highlight matters to you.

Sports Mode available in: All X/C/P Series and 98P745

XL Collection

With an awe-inspiring 75, 85 and 98 inch screen, TCL TVs will definitely be the centerpiece of your home entertainment, featuring outstanding 4K resolution with huge screen displaying like IMAX image quality.



75' inch size available in: All C Series, P74 Series
85' inch size available in: All C Series, P74 Series
98' inch size available in: X95, C95, C75 Series and 98P745

Response Time

Fast Response Time TCL TV



100% fully pixels transition time: **5.6ms**(C84 Series) from TCL Lab

Quick Response time available in: X95, C95, C84, C75, C74 Series

Slow Response Time TV



Conventional TV 100% fully pixels transition

Low Reflections

Good viewing experience in strong light

The reflection handling of TCL TV is excellent, and it's much better than before. It does a great job at absorbing light, so combined with the high peak brightness, visibility shouldn't be an issue.



Low Reflections available in: X95, C95 Series and 75/65/55" C84

Ambient Tone



High brightness in the daytime



Low brightness at night

Ambient Tone available in: X95, C95, C84, C75, C74 Series and 98P745

Low Blue-Ray Mode

Low Blue-Ray Mode available in: All X/C Series

TÜV Rheinland Low Blue Light Certification

Prioritizing your eye health



Conventional TV Without Low Blue-Ray Mode



TCL TV with Low Blue-Ray Mode

TÜV Rheinland Low Blue Light Certification

TCL anti blue light technology effectively reduces harmful blue light from the two dimensions of backlight and algorithm. At the same time, it uses mixed dimming and natural light technology, and has obtained the professional certification of TÜV Rheinland from Germany. The entire TV screen presents real and natural colors, truly taking care of eye health.

Not every TCL TV support TÜV Rheinland Low Blue Light Certification

Flicker-Free



TCL TV with PWM dimming >3KHz



Conventional TV with PWM dimming <3KHz

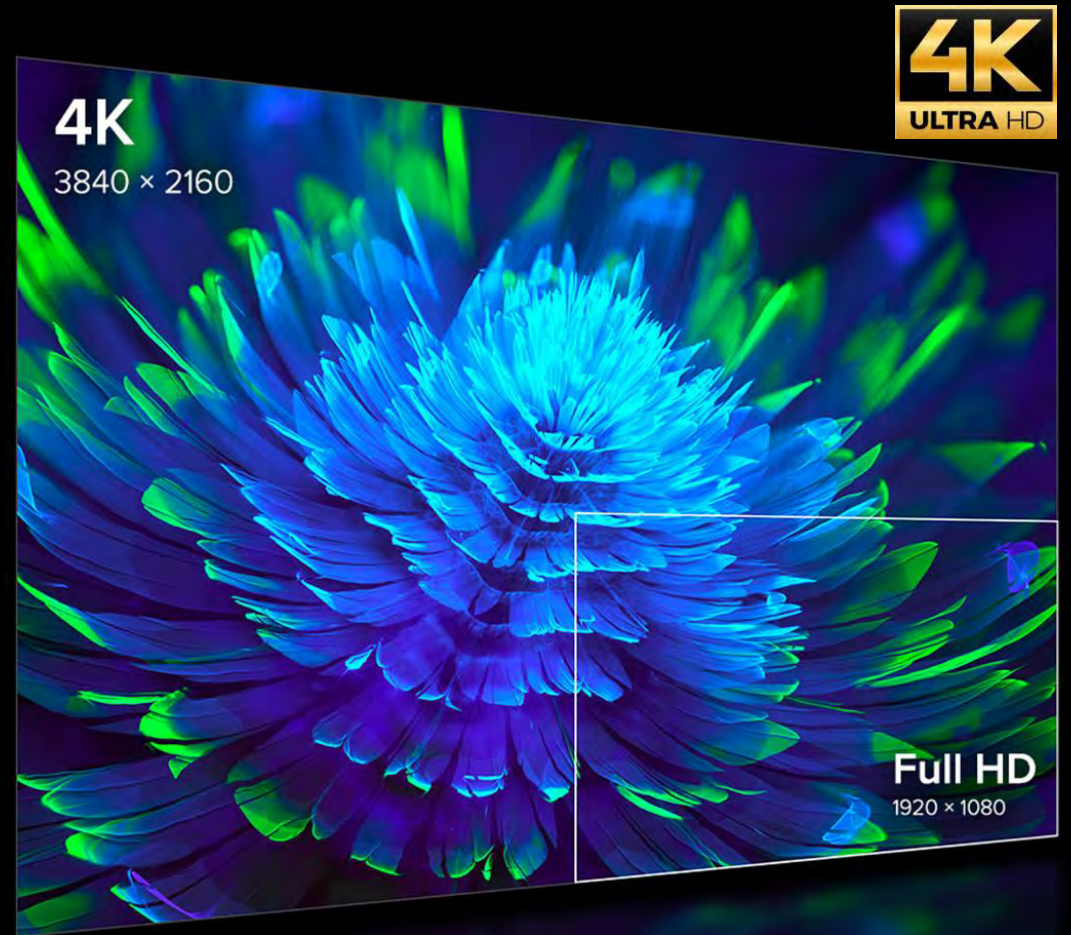
Flicker-Free available in: X95, C95, C84, C75, C74 Series and 98P745

4K

More Picture Same Space

With four times the resolution of Full HD and an impressive 8 million pixels, the clear, crisp picture quality lets you see more details in your favorite TV shows and movies than ever before.

On small-sized TVs, the 4K resolution image quality performance will be even more delicate than big-sized 8K TV.



4K Upscaling Technology

Native 1080P

Limited by image or movies native resolution, 1080p resolution image on a native 4K TV could not achieve the same image quality as native 4K image.



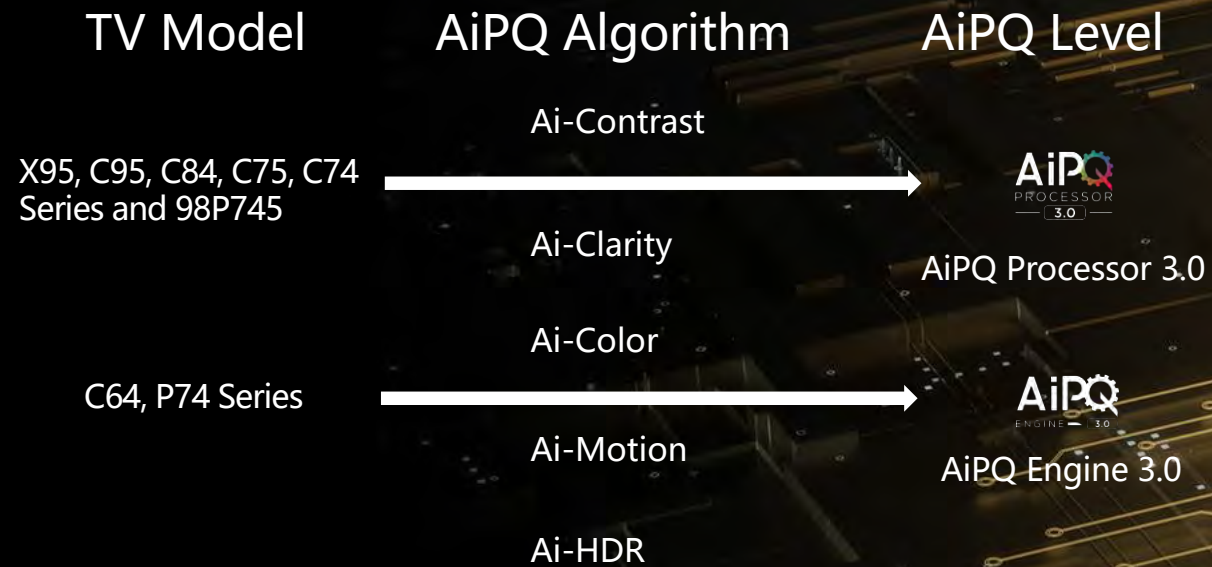
1080p Upscaled to 4K

To present lower-resolution material on a 4K TV, the TV has to perform a process called upscaling. This process increases the pixel count of a lower-resolution image, allowing a picture meant for a screen with fewer pixels to fit a screen with many more.



4K Upscaling Tech available in: All Series

AiPQ Technology



AiPQ Processor 3.0

It perceives, it thinks, it produces



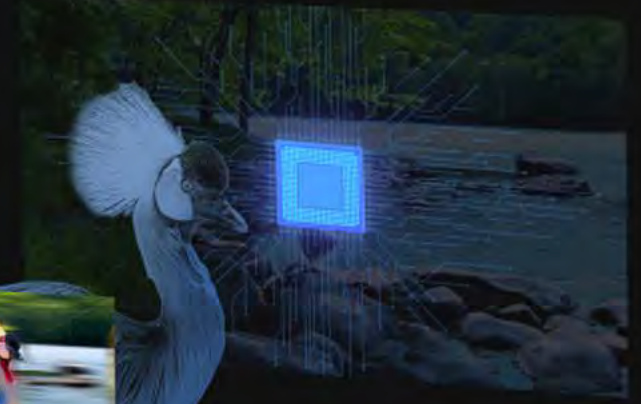
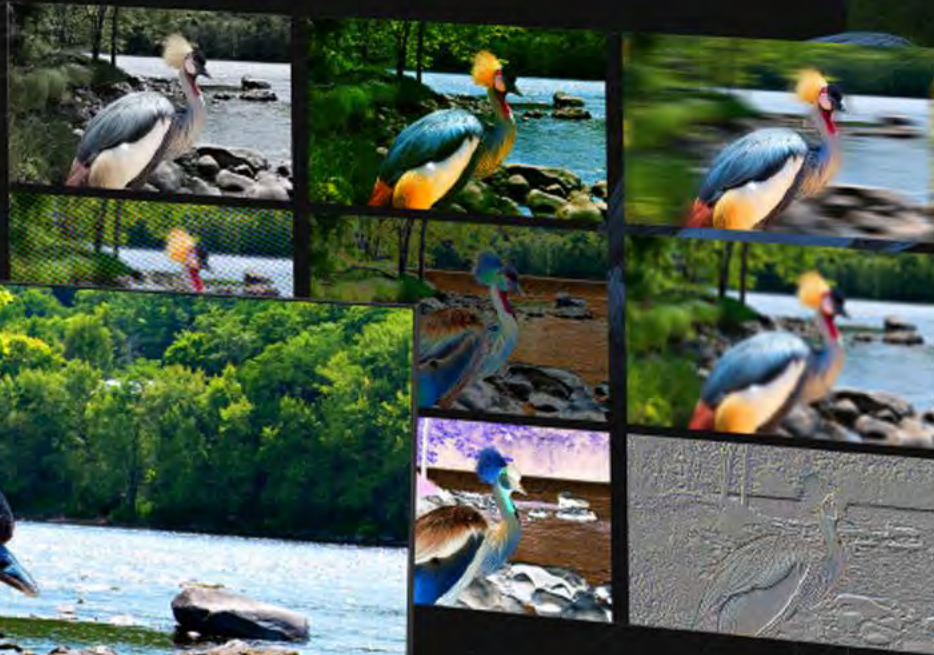
Be prepared for an epochal vision feast led by brand new TCL AiPQ Processor 3.0.

It perceives, it thinks, it produces. It renews your visual sense with 5 breakthrough Ai-Picture-Quality optimizing algorithm including extreme contrast, crystal clarity, vivid colors, silky-smooth motions and multiple HDR support.

AiPQ Processor 3.0 available in: X95, C95, C84, C75, C74 Series and 98P745

AiPQ Engine 3.0

A beautiful mind



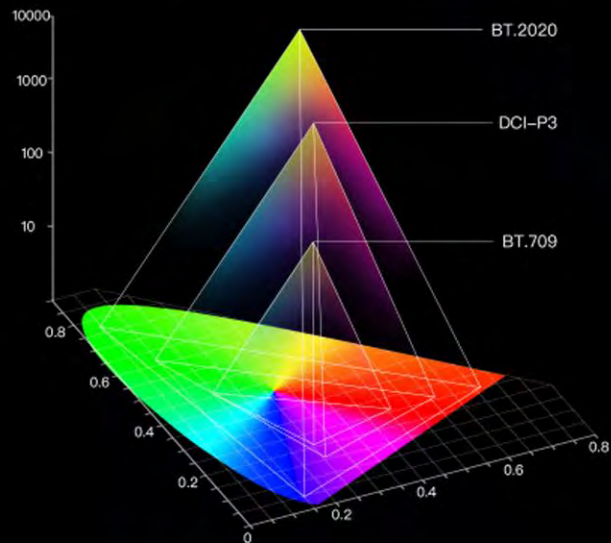
AiPQ Engine 3.0 enabled TCL algorithm processes contents with stable and high quality 4K. Meanwhile, Game Accelerator technology gives you a smoother gaming experience with up to 120Hz refresh rate. Now it's time to enjoy an authentic movie or game night.

AiPQ Engine 3.0 available in: C64, P74 Series

Ai-Contrast

Dynamic Contrast Optimization

Dynamically adjusts contrast according to the content of the picture, which can balance dark field/bright field details and boost the contrast of scenes such as noisy/mid-bright scenes, allowing viewers to see more detail.



Dark Scenario Enhance

Contrast optimization is carried out for low light pictures in dark environment to highlight the details of pictures that are difficult to capture by the naked eye.

Disclaimer: The above technical function points are a summary of all TCL TV functions, not every TCL TV supports.

Ai-Clarity



Intelligent Picture Master

The AI training model is used to train the image features, endow the chip image with pixel level reconstruction capability, and specifically fill in the details of different contents, so as to reduce the noise and sawtooth of the image, make it pure and uniform, and make the details clearer.

Intelligent Resolution Upscaling

Exclusive parameters are set for low-resolution content to weaken detail noise and make the edges of the content sharper and fuller, and present the clarity that low resolution content cannot express.

Disclaimer: The above technical function points are a summary of all TCL TV functions, not every TCL TV supports.

Ai-Color

Intelligent Color Enhancement

Dynamic color management is adopted for different pictures, and the brightness, chroma and saturation of colors are fine adjusted to make each color full and natural.

Intelligent Color Correction

Different color pictures have a great impact on the mood that the film wants to express. TCL, referring to the industry's unified color gamut standard, conducts automatic color calibration management in a three-dimensional space up to 4913 points, so that the color performance of each machine is in the optimal state, and the creative intention of the guide is truly restored.



Disclaimer: The above technical function points are a summary of all TCL TV functions, not every TCL TV supports.

Ai-Motion

Up to 120Hz MEMC



MEMC (Motion estimation/motion compensation) TCL's proprietary software algorithm steps up to 120Hz refresh rate while you're watching sports or fast-paced shows or movies.



Motion Interpolation

TCL TVs use MEMC algorithms to dynamically pin the low frame rate video to a higher frame rate (120Hz/60Hz) to achieve smoother motion performance.



144Hz VRR

Variable Refresh rate (VRR) can solve the problem that the game frame rate does not match the TV refresh rate. TVs with VRR at 144Hz refresh rate can support larger and higher frame rate games without screen tearing.

Dynamic refresh rates can adjust to your content to produce smoother and seamless gameplay as video game creator's desire.

120Hz MEMC available in: X95, C95, C84, C75, C74 Series and 98P745
60Hz MEMC available in: C64 Series, P74 Series

144Hz VRR available in: X95, C95, C84, C75, C74 Series and 98P745

Ai-HDR

HDR

HDR/Multi Format Incredible picture quality from any source

MULTI HDR FORMAT

HDR
HDR 10

HLG
HYBRID LOG GAMMA

HDR10+

Dolby
VISION IQ

Dolby
VISION

SDR to HDR

Real-time adjustment of the dynamic range of different frames and enhanced scene contrast enables SDR sources to achieve the effect of HDR sources for a more immersive picture

HDR10 vs HDR10+ vs Dolby Vision

HDR10

Open standard for HDR

- 10 bit
- 1.07 billion colors

HDR10+

Royalty-free standard for HDR

- 10 bit
- 1.07 billion colors

Dolby Vision (IQ)

Proprietary standard for HDR from Dolby

- 12 bit
- 68.7 billion colors

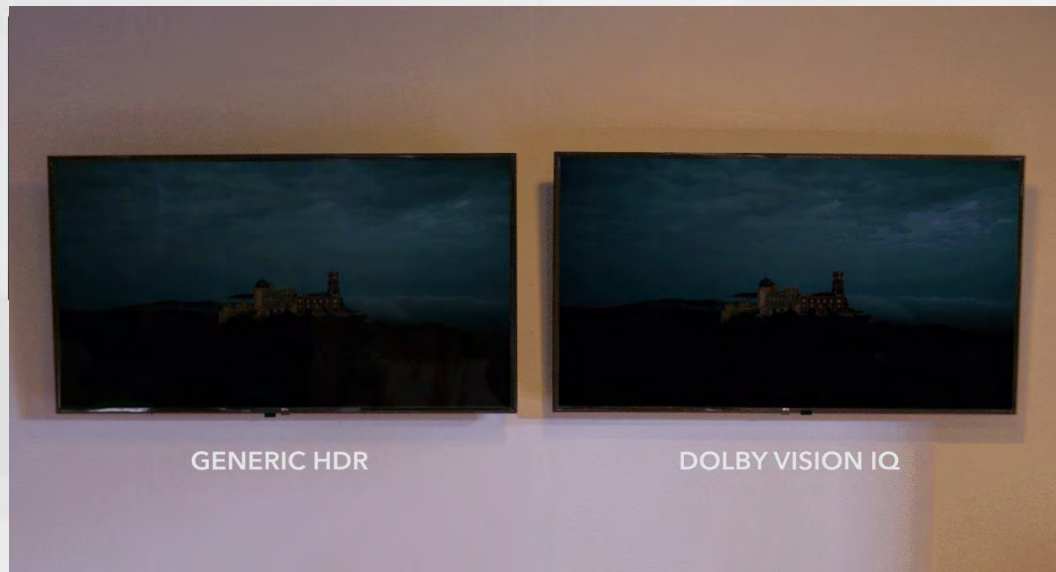
	HDR10	HDR10+	Dolby Vision	Dolby Vision IQ
Bit Depth	Good	Good	Great	Great
Peak brightness	Great	Great	Excellent	Excellent
Tone Mapping	Varies per Manufacturer	Better	Better	Better
Metadata	Static	Dynamic	Dynamic	Dynamic
TV Support	Great	Limited	Limited	Very Limited
Content Availability	Good	Limited	Limited, but growing	Limited, but growing
Ambient light recognition	NO	NO	NO	YES

Notation: Dolby certification can be obtained if one of the image quality parameters is reached and the source can be decoded

Dolby Vision IQ

The Best HDR Picture Quality Certification

Based on Dolby Vision IQ, TCL TV can intelligently optimize the picture through room conditions and source which achieve the best HDR picture quality.



Ambient light sensor

Dolby Vision IQ available in: X95, C95, C84, C75, C74 Series and 98P745


Sound Quality

2.1ch with
SUBWOOFER

ONKYO ONKYO Sound
IMAGINATIVE SIGHT & SOUND

dts DTS-HD

dts DTS Virtual: X

 Dolby Atmos



AI Sonic-Adaptation

Intelligent Sound

Golden Ear Tuning



ONKYO HiFi Speaker

ONKYO

The premium ONKYO sound system elevates your experience with cinema quality audio apparatus designed to take contents into the next dimension.

ONKYO HiFi Speaker available in: X95, C95, C84, C75 Series and 98P745

ONKYO 4.2.2

Panoramic sound with stunning bass

TCL X955 revolutionizes your audio experience by delivering real stereo sound that fills every corner of your room. The remarkable ONKYO 4.2.2ch 160W Hi-Fi system immerses you in sound with 4 main outputs, 2 deep bass speakers, and 2 up firing channels, reaching a maximum volume of 160W.

Come and enjoy the immediacy of mult-entertainments like thrilling movies, stirring music festival and challenging gameplay.

ONKYO 2.2.2



3D surround, multi-dimensional

ONKYO 2.2.2 120W Hi-Fi in C955 provides a fully immersive audio experience with its astonishingly powerful and full-range built-in speakers. The sound produced by the 2 up-firing speakers is directed towards your seating position after being reflected by the ceiling. You will not only hear the crystal-clear sound of a flowing stream and the joyful jumping of deer in a meadow but also the sound of birds flying over the treetops when the wind passes by overhead.

ONKYO 2.2.2 available in: C95 Series

2.1CH with Subwoofer

Your live band is on standby

Come and enjoy the distinct stereo sound and powerful bass provided by the TCL TV's 2.1 CH and Subwoofer. With ONKYO HiFi Speaker ensuring unique details, you'll be enthralled by a live band event from the first drop of the beat to the endless encore.



2.1CH with Subwoofer available in: C84 Series, 85 "C745, 98" C755 and 98P745

Ai-Sonic Adaptation

Intelligently match your home sound environment



AI Sonic Adaptation available in: C84, C75 Series and 98P745

Intelligent Sound

Clear and immersive high quality sound

Use AI audio classification technology to identify the type of content being played (news, cinema, sports, music, etc.) and automatically adjust the sound after identification (supports simultaneous activation with Dolby Atmos) to provide a suitable sound quality experience.



Intelligent Sound available in: X95, C95, C84, C75, C74 Series and 98P745

Golden Ear Tuning

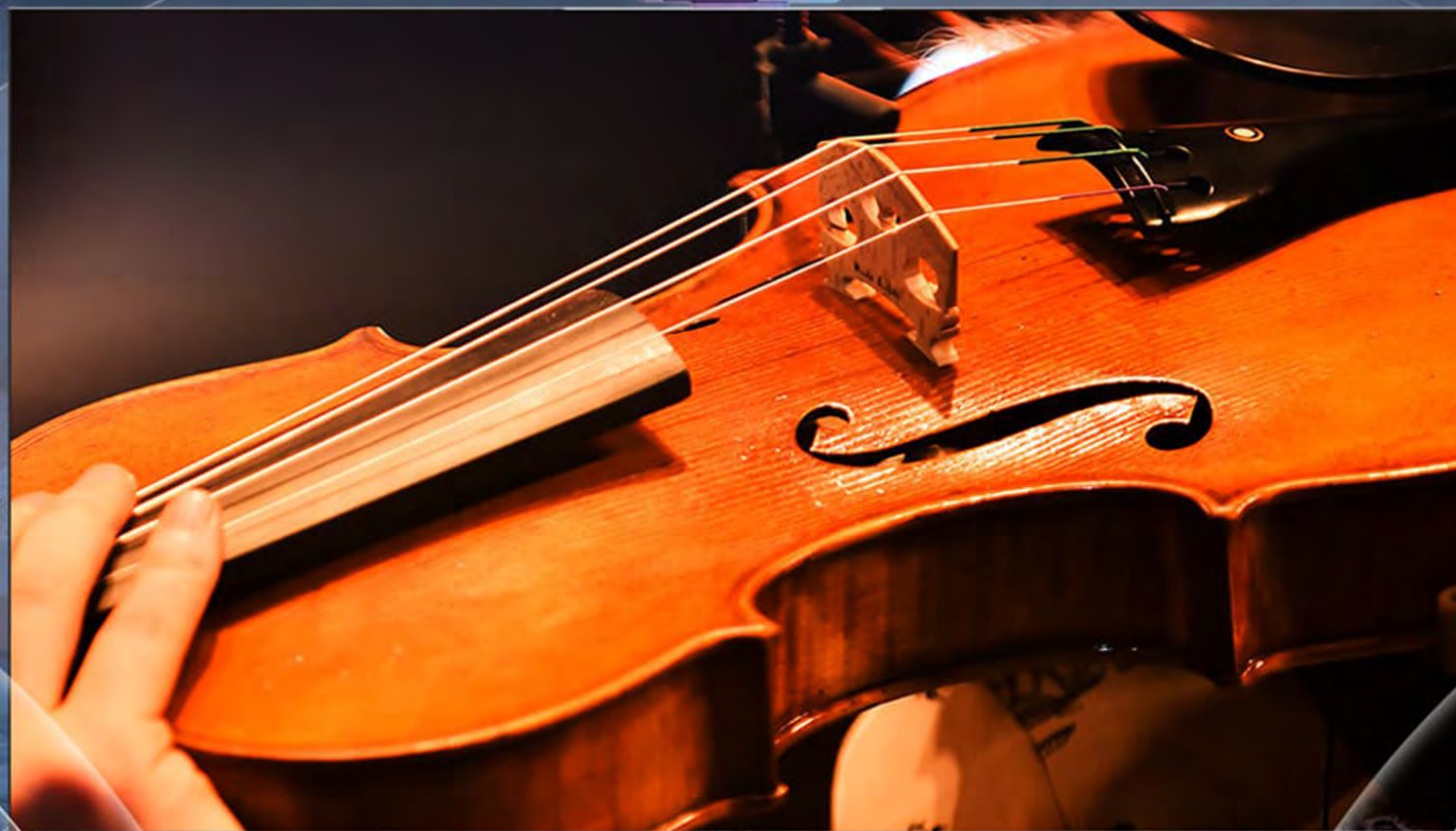
Accurate and perfect sound reproduction

The "Golden Ear" acoustic team will not let go of any influence on the sound, and will make fine and repeated adjustments to the TV sound system to maximize the potential of the sound system and create perfect listening enjoyment.



Golden Ear tuning available in: X95, C95, C84, C75, C74 Series, 98P745 and High-end Soundbar Series

DTS-HD and DTS: X



Master Audio

IMAX



DTS-HD available in: All X/C/P Series and 98P745
DTS-X available in: X95, C95, C75 and 98P745

DTS Virtual: X

Virtualized 3D Sound

DTS® Virtual: X™ makes enveloping sound that appears to emerge above, beside, and behind you, providing an immersive experience in any room.

DTS Virtual: X available in: All X/C Series and 98P745

Dolby Atmos

Dolby Atmos available in: All X/C/P Series and 98P745



TV can perform Dolby Atmos needs the audio format of the film source support the Dolby Atmos format.

Dolby Atmos vs DTS standards

	DTS-HD	DTS: X	DTS Virtual: X	Dolby Atmos
Channel	5.1/6.1/7.1	5.1/7.1/11.1	2.1/3.1/5.1/7.1	5.1.2/7.1.2
Sound Performance	Good	Excellent	Great	Excellent
Surround Sound	Good	Excellent	Great	Excellent
TV Support	Many	Many	Most	Most
Content Availability	Limited	Rich	Rich	Rich

Dolby Atmos is a sound technology that creates vertical sound effects that can support up to 64 channels, including the up-firing channel. This technology allows more channels to be used to create more realistic spatial sound effects, such as landing airplanes, the sound of rain, and more.

DTS:X is another panoramic surround sound technology that can support up to 11 channels and does not require specific additional channels (such as the up-firing channel). Compared to Dolby Atmos, DTS:X may have a weaker spatial sound effect, but it is simpler and more flexible to implement.

Overall, Dolby Atmos and DTS:X have their advantages and disadvantages, and which one you choose depends on your personal preferences and needs. If you want the most realistic spatial sound possible, then Dolby Atmos is probably a better choice; if you want a simple and flexible implementation, then DTS:X is probably a better choice.

In addition, unlike DTS:X, DTS Virtual: X is not encoded directly on the Blu-ray Disc, but is a post-processing technology, so it can be used in a soundbar or standard 5.1 channel system - no additional speakers are required to achieve the DTS:X sound effects.

Disclaimer: above is a technology comparison. Remove this slide from presentation depending on your customer or audience if needed.

Sound enhancement technology



Clear and immersive high quality sound

Dynamic range compression (DRC)





The dynamic range compression allows for clear, detailed dialogue and low-frequency sense at low volumes; consistent, stable output at high volumes and dynamics without distortion.

Auto volume control

AVC allows TV to automatically adjust the output volume according to the input volume of the program.

Dynamic range compression available in: X95, C95, C84, C75, C74 Series
Auto volume control available in: All Series

Smart Experience

-  Google TV
-  Gaming
-  Fitness
-  Interconnection
-  Connectivity



Google TV

The entry point for everything on TV and brings the best of Google on your TV.

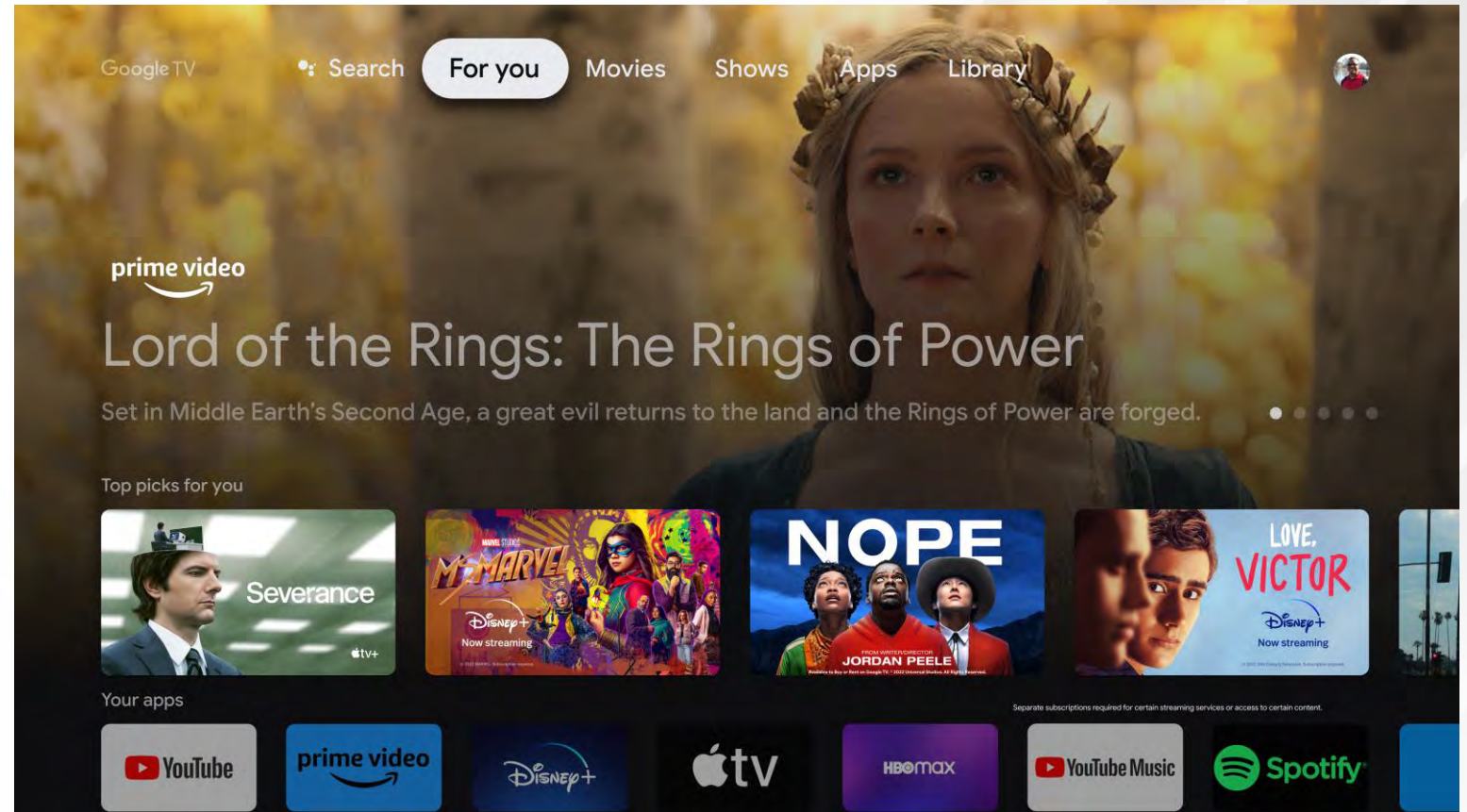
 Google Chromecast

 Hey Google

 Google Photos

 Google Play Store

 kid's Profile



Google TV available in: All X/CP Series

OK Google

“Ok Google, What’s the weather?”



A little help to get things done

Google can help you get everyday tasks done more easily in more ways than ever before. Just ask for what you need and get help quickly, saving you time so you can focus on what matters most.

Google Meet

Be together in the moment with Google Meeting

Google Meeting is the highest quality video calling app. It's free, simple and works on Android phones, iPhones, tablets, computers, and smart displays, like the Google Nest Hub Max.

Google Meeting works perfectly on your TCL Android TV. You will never miss another moment with any of your friends and family.

Google Meet available in: All Series need external camera



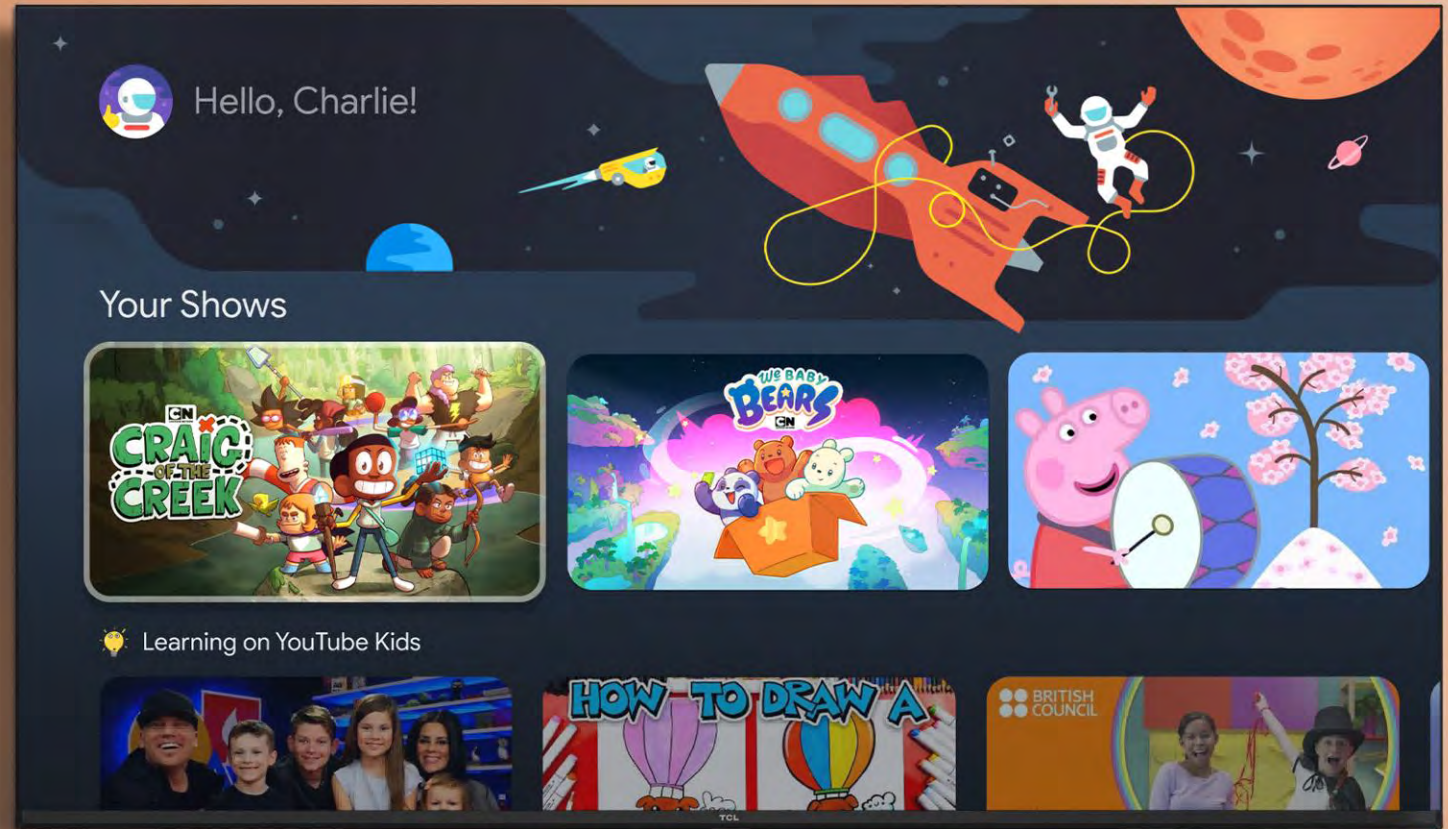
Kid's profile

Leave the remote control to the kids

Kid's profile gives parents more control over their children's viewing, such as controlled watch lists and supervised YouTube access, to avoid children stumbling across inappropriate and dangerous content online.

A safe playground

We care about your kids as much as you do! Set kid's profile to unlock fun and children-safe contents, indulge your kids to a parent-worry-free digital playground. Protect your kids from potential harmful content.



GAME MASTER 2.0



ALLM



VRR Mode



Game Bar



Game Master 2.0 available in: X95, C95, C84, C75, C74 Series and 98P745
Game Master available in: C64, P74 Series

New Game Bar

New Game Bar available in: X95, C95, C84, C75, C74 Series and 98P745

Effective data detection and presentation during the gaming

TCL Game Bar is the customizable, gaming overlay built into the TV inside. TCL Game Bar works with most games, giving you instant access to widgets for screen capture and sharing and showing real-time detailed parameters of the screen and the game—all without leaving your game.



Screenshots



Game Picture

General



Shadow enh...

OFF



Aiming Aid

OFF



Menu



FAQ

Game bar functions

Game Picture Mode

Choose your favorite picture mode among original, FPV and RPG in Game Bar, and indulge yourself in an immersive gaming experience.

Shadow Enhancement

With Shadow Enhancement, you can always be the first to discover what hides in the darkest shadows, destroy enemy's trap and more importantly, win the battle.

- Original
- Vivid
- General



Screenshots



Game Picture
Vivid



Shadow
Level 4



Aiming Aid
OFF



Menu



FAQ

Game bar functions


A small icon for the Aiming Aid feature, showing a white crosshair inside a circle on a dark background.

Screenshot

Move, shoot, bravo! Capture your best gaming moment simply in Game Bar Screenshot!

Aiming Aid

From first blood to legendary, Aiming Aid assists you to aim at your enemy quickly and easily. Find Aiming Aid in Game Bar and turn it on!

A larger icon for the Aiming Aid feature, showing a white crosshair inside a circle.

ALLM Mode

ALLM Mode available in: All X/C/P Series and 98P745

Auto Game Mode

Game mode will be engaged automatically for the smoothest action, lowest latency and the best picture settings for gaming.



Game Accelerator

Breakthrough panel refresh rate

TCL Game Accelerator uses unique algorithm and technology to upgrade a TV panel that can only present 60Hz refresh rate to up to 240Hz refresh rate and can also support VRR at 144Hz. Let players have a smoother gaming experience.

OFF ON

240Hz Game Accelerator available in: X95, C95, C84, C75, C74 Series and 98P745

120Hz Game Accelerator available in: C64, P74 Series

FreeSync

No Tearing. No Stuttering. Just Gaming.

AMD FreeSync technology puts an end to choppy gameplay and broken frames and has smooth, artifact-free performance at virtually any framerate. Behold the next breakthrough in PC and console gaming experiences.



Every AMD FreeSync™ monitor goes through a rigorous certification process to ensure a tear free, low latency experience. Pair your Radeon™ graphics card with an AMD FreeSync monitor over HDMI® or DisplayPort™ for effortlessly smooth gameplay.

- Tear free experience
- Low latency

AMD
FreeSync

FreeSync available in: C64, P74 Series

FreeSync

Equipped for peak performance.

AMD FreeSync™ Premium Pro technology raises the bar to the next level for gaming displays, enabling an exceptional user experience when playing HDR games, movies and other content:

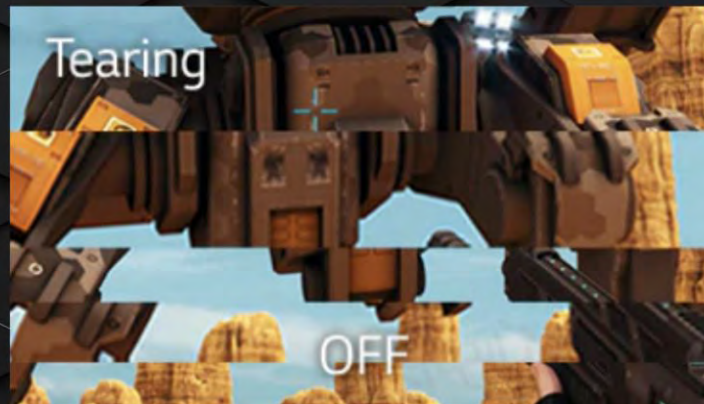
- At least 120hz refresh rate at minimum FHD resolution
- Support for low framerate compensation (LFC)
- Low latency in SDR and HDR
- Support for HDR with meticulous color and luminance certification



AMD FreeSync™ Premium1 technology adds to the baseline FreeSync technology tier and equips serious gamers with a fluid, tear-free gameplay experience at peak performance:

- At least 120hz refresh rate at minimum FHD resolution
- Support for low framerate compensation (LFC)
- Low latency

Play to a higher standard. TCL TV supports AMD FreeSync™ Premium Pro to deliver variable refresh rates (VRR) during gameplay. This significantly reduces stuttering and tearing for clearer and smoother gameplay.



FreeSync Premium Pro available in: X95, C95, C84, C75, C74 Series

FreeSync Premium available in: 98P745

Gaming in Dolby Vision

Master your game in Dolby Vision

Refreshing the player's perception of the game world through breathtaking brightness, contrast and color, making the game world as real as the real world.

Gaming in Dolby Vision available in: All X/C Series and 98P745

On Off

Place
1/5

Laps:
1:12:0
1:22:32
1:24:59
1:23:10



TCL Health Hub

You can stream dozens of fitness channels, watch your favorite TV shows while working out or cranking up some heart pounding tunes all with your TV!



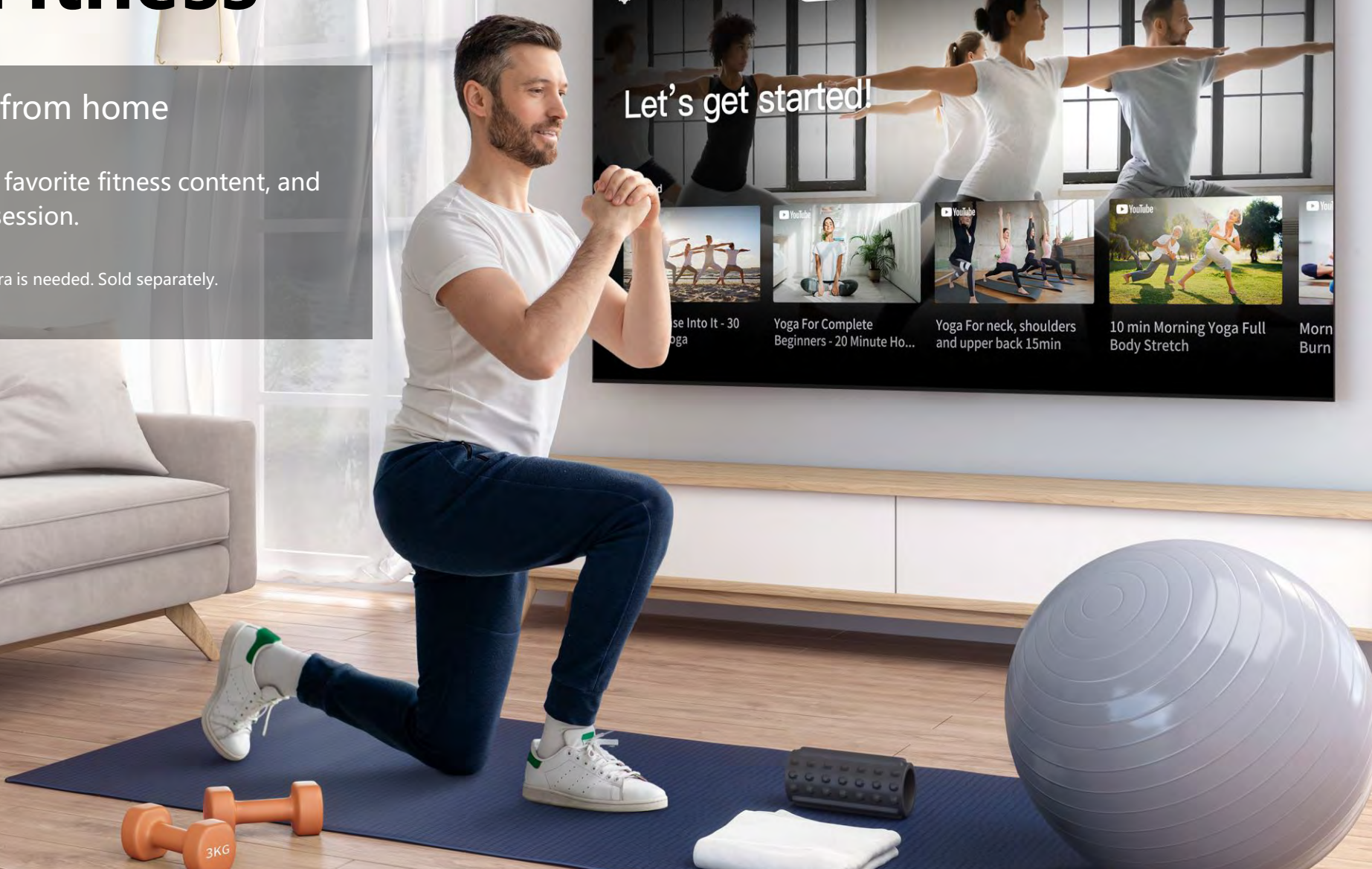
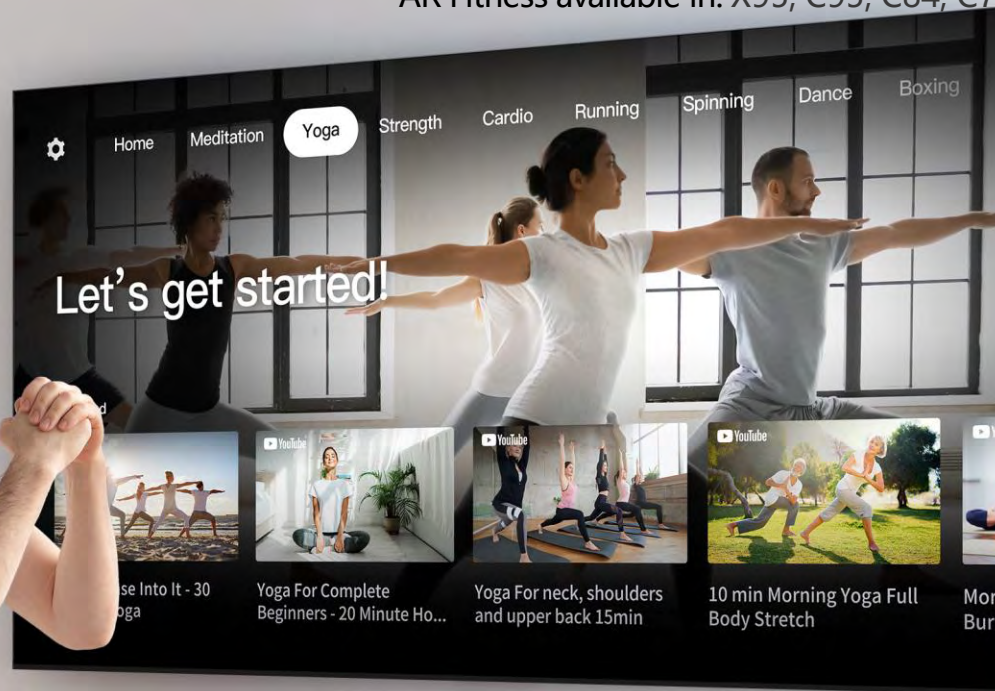
Health Hub available in: All X/C/P Series and 98P745

AR Fitness

Workouts from home

Just find your favorite fitness content, and never miss a session.

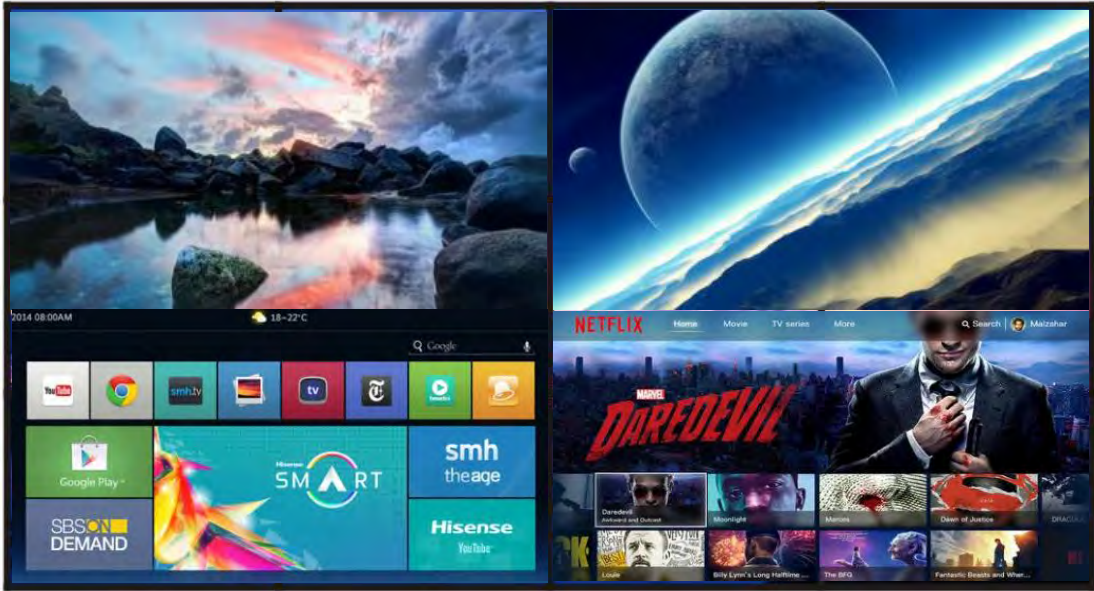
*A compatible camera is needed. Sold separately.



Multi View 2.0

Efficient TV Screen Utilization

Support 4 devices to cast screen and 4 content will be displayed on one screen at the same time.



Miracast for PC

Working by PC screen casting
with high picture quality

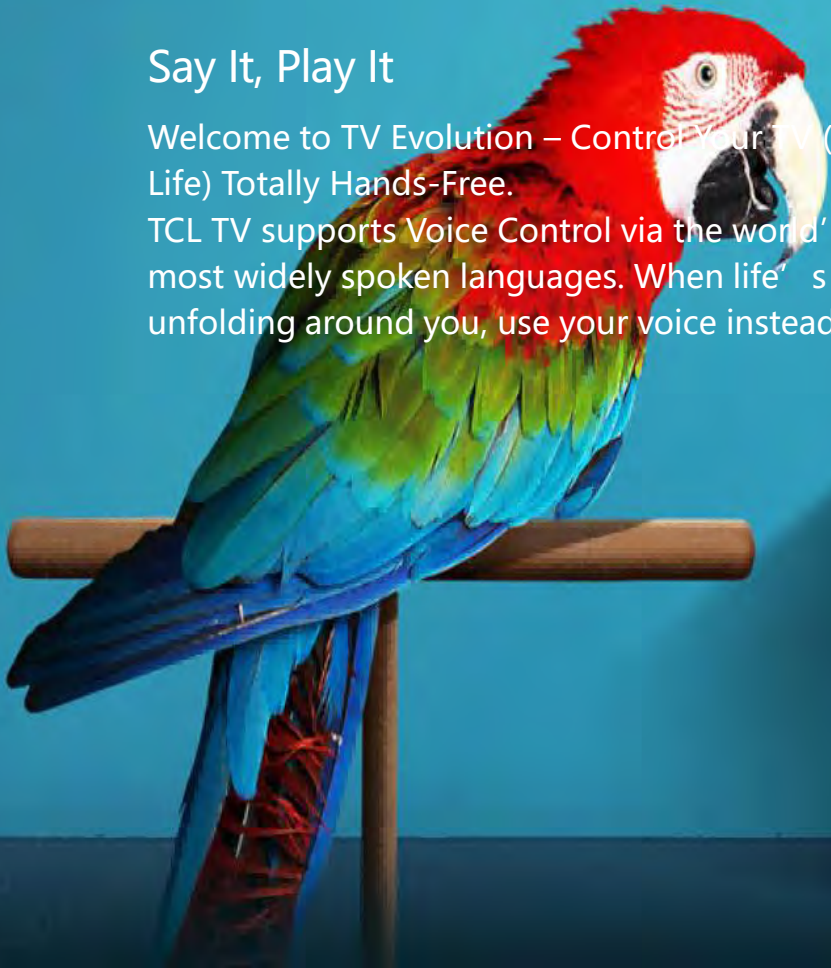


Hands-Free Voice Control

Say It, Play It

Welcome to TV Evolution – Control your TV (and Life) Totally Hands-Free.

TCL TV supports Voice Control via the world's most widely spoken languages. When life's unfolding around you, use your voice instead.



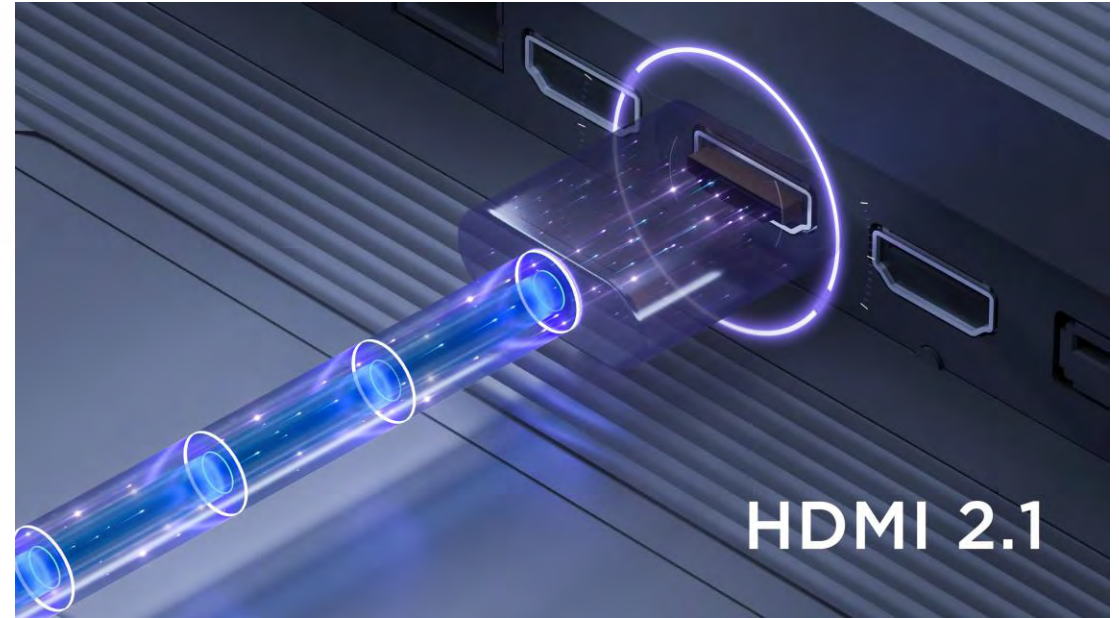
Hands-Free Voice Control available in: All X/C/P Series and 98P745

HDMI 2.1

Higher Bandwidth, More Pixels

TCL' S HDMI 2.1 achieves **4K at 144 frames** and **eARC** with a bandwidth throughput of 48 Gbits per second in 12 bit.

Currently, HDMI 2.1 aims mostly at gamers hopping on the next-generation console or graphics card train. Both the Xbox Series X and PlayStation 5 will support 4K resolution at 120 frames per second. HDMI 2.1 with eARC function can support high quality audio output. This will require that the HDMI 2.1 standard to be implemented.

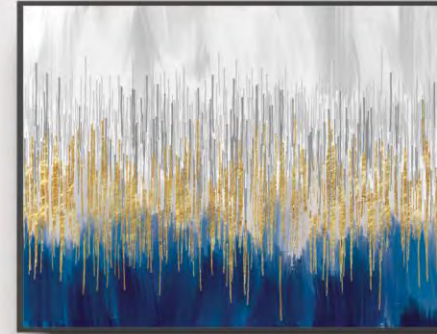
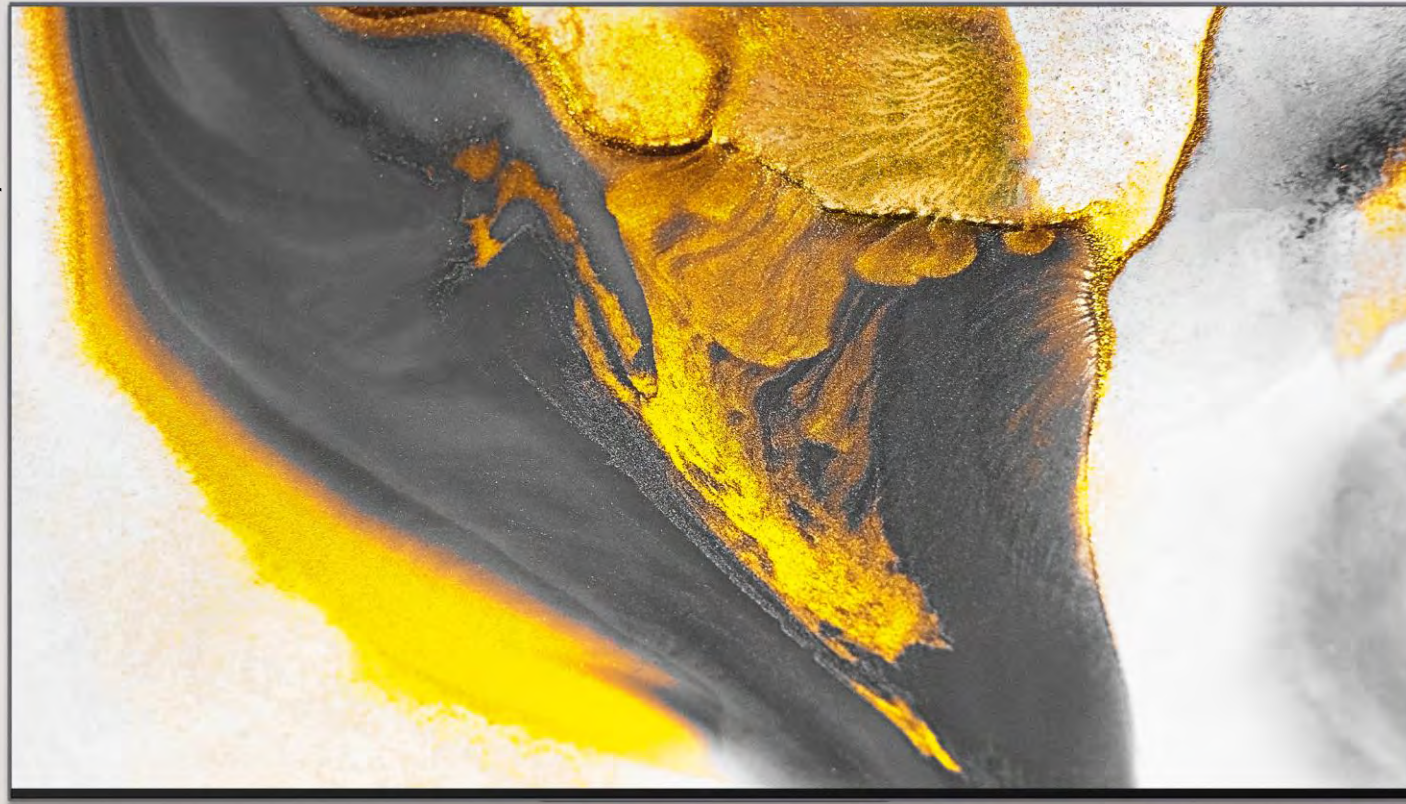


HDMI 2.1 available in: All X/C/P Series and 98P745
4K@144Hz with HDMI 2.1 available in: X95, C95, C84, C75, C74 Series and 98P745

Ambient Mode

Like a gallery

The Ambient Mode transforms your space into a gallery even when the TV is turned off. Artwork from all eras will appear on your screen. Improve the aesthetic appeal of your home.



Ambient Mode available in: All X/C/P Series and 98P745

Airplay2

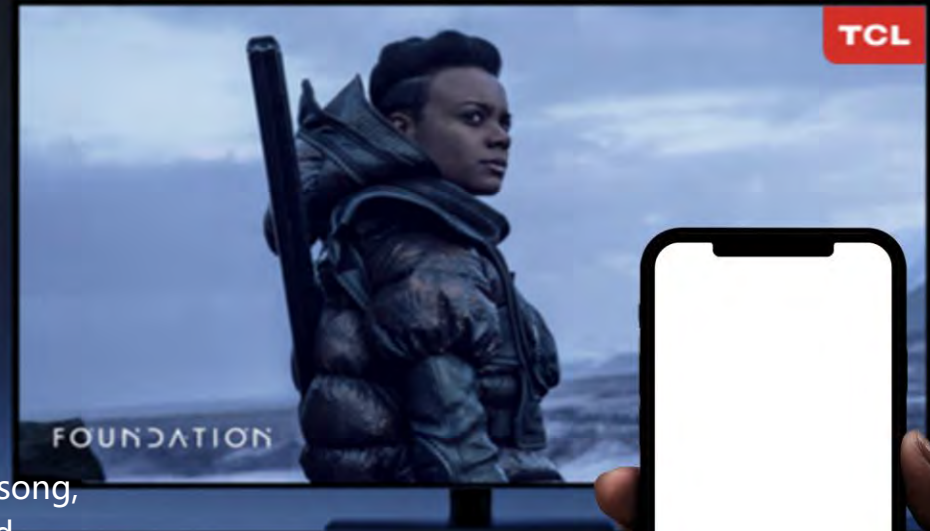
Watch. Listen. Share.
AirPlay2 lets you do it all.

AirPlay2 lets you share videos, photos, music, and more from Apple devices to your TCL TVs. And what you share always stays personal and private, so sit back and enjoy everything you love — in more places than ever.

HomeKit

The future hits home.

Control lights, locks, and TCL TVs with your iPhone — or just your voice. Play any song, in any room, from anywhere. And elevate movie night with theater-like picture and sound, all with the security and privacy of Apple.



Airplay2 / HomeKit available in: X95, C95, C84, C75, C74 Series and 98P745

Wi-Fi 6 available in: X95, C95, C84 Series
Bluetooth 5.2 available in: X95, C95, C84 Series
USB 3.0 available in: All X/C/P Series and 98P745

Wi-Fi 6

Beyond the
Boundaries of Wi-Fi 6

Wi-Fi 6 offers all the same features and capabilities of Wi-Fi 5—including higher performance, lower latency, and faster data rates. In fact, WiFi 6 is identical to WiFi 5 other than one key difference: the additional 6 GHz band.

Bluetooth

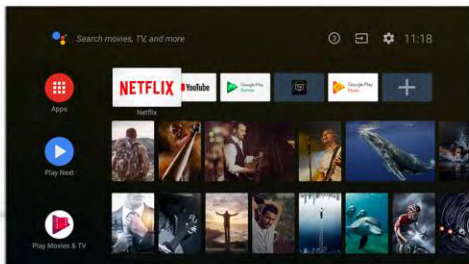
Farther and faster

Bluetooth 5.2 offers longer transmission range, faster transmission speeds and lower power consumption.

USB 3.0

Super Speed

USB 3.0 offers better speed (up to 10 times) and more efficient power management than USB 2.0.



TrustArc

TrustArc provides privacy and compliance-related software or services to help companies to establish and improve privacy management processes. TCL TVs with TrustArc certification increase the influence of overseas product privacy protection and security and increase users' confidence in the brand.



TrustArc available in: All Series

TV Design



Slim Design



Ultra-thin Metal Frame



Adjustable Stand Width



Cables Management

X955

Premium QD-Mini LED 4K

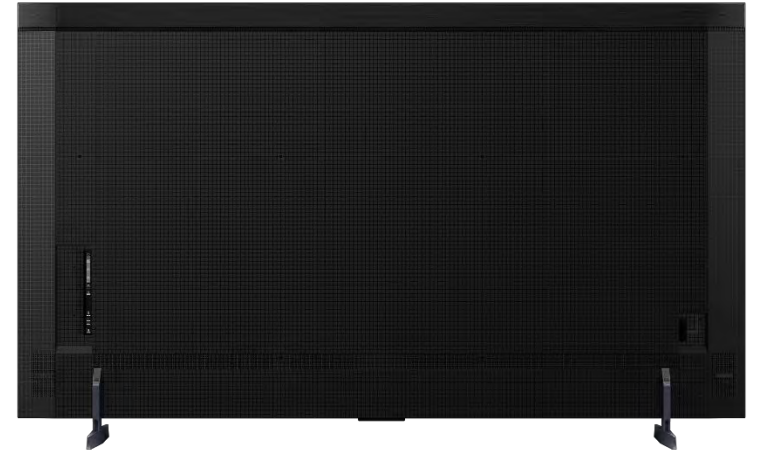


X95 Series

Ultra Slim Design
Bezel-less Full Screen
Adjustable Stand Height

A Born Elegance

X955 can seamlessly stick to the wall thanks to its ultra slim Uni-body and magnetic mount highlighting your house like a work of art. No more clutter of dusty and messy cables/wires, as they are all hidden in the cable management to keep everything neat and organized around your TV





C955

Premium QD-Mini LED 4K

C95 Series

Ultra Slim Design
Bezel-less Full Screen
Adjustable Stand Height

A Born Elegance

C955 can seamlessly stick to the wall thanks to its ultra slim uni-body and magnetic mount highlighting your house like a work of art. No more clutter of dusty and messy cables/wires, as they are all hidden in the cable management to keep everything neat and organized around your TV





C845

Premium QD-Mini LED 4K

C84 Series

Bezel-less Full Screen
Middle Stand
Adjustable Stand Height

A Born Beauty

The elegant design, with slim and metallic body, looks particularly exquisite from all angles.

It perfectly fits into your space, highlighting your home just like a masterpiece of artwork.





C755

4K QD-Mini LED

C75 Series

Slim&Uni-body
Bezel-less Full Screen
Middle Stand

Embrace the artistry of Uni-body design

With its slim profile and seamless panel, TCL C755 effortlessly integrates into any environment, turning your home into a captivating masterpiece. Experience the perfect fusion of art and technology.

More screens, fewer limits

The three-sided, frameless design of C755 makes it possible to view content in full-screen and at a wider angle while yet feeling immersed in the action.



*Features, specs, certifications vary by model, screen size and region.
*98C755 is dual stand.

C745



C645



C74 Series

Bezel-less Full Screen
Middle Stand

The three-sided, frameless design of C745 makes it possible to view content in full-screen and at a wider angle while yet feeling immersed in the action.



C64 Series

Bezel-less Full Screen
Edgeless
Adjustable Stand Width

With ultra slim body, C645 can perfectly fit into your space, highlighting your home just like a piece of artwork.



C74

C64

Adjustable Stand Width available in: C64 Series (only available in Europe/North America/Japan/Hongkong)

98P745

4K UHD TV

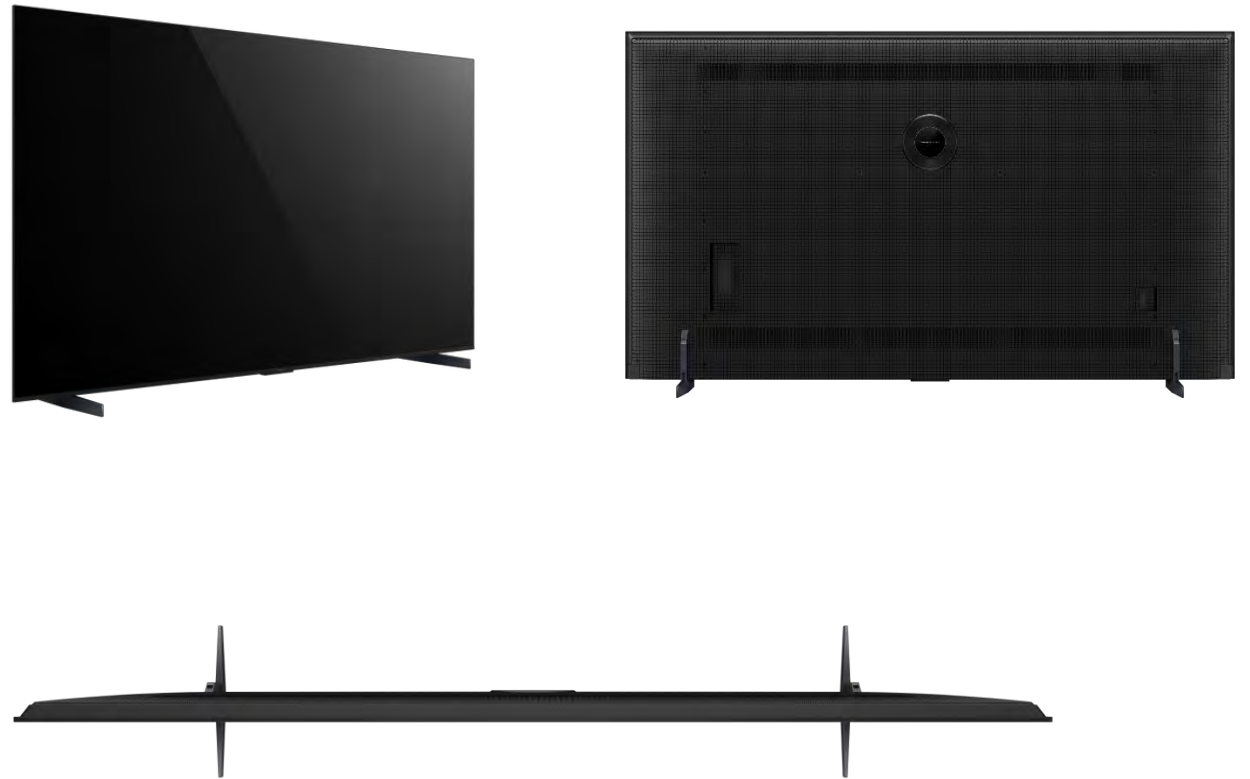


98P745

Bezel-less Full Screen

Unlimited Vision

The frameless design of 98P745 makes it possible to view content in full-screen and at a wider angle while yet feeling immersed in the action.



P745

Affordable 4K



Disclaimer: This product is not available in all countries. Please refer to the actual situation of each country.

P74 Series

Metallic
Bezel-Less

The metallic bezel-less design of P745 makes it possible to view content in full-screen.



Disclaimer: This product is not available in all countries. Please refer to the actual situation of each country.

Ultra Slim

Ultra-thin design for versatile style

TCL's latest flagship products balances understated elegance and minimalist design with advanced fine craftsmanship and high-end materials, easily adapting to the taste of your space without having to think about style.



Ultra Slim available in: X95, C95 Series



Floating Bass

Sound meets Aesthetic Design

Elegant suspended open design coupled with internal to external magnet construction for clearer sound and better bass.

Floating Bass available in: C84 Series

Adjustable Stand Width/Height

Removable, adjustable, flexible

TCL TV adjustable base meets your personalized home design needs. Higher or wider, as you wish.

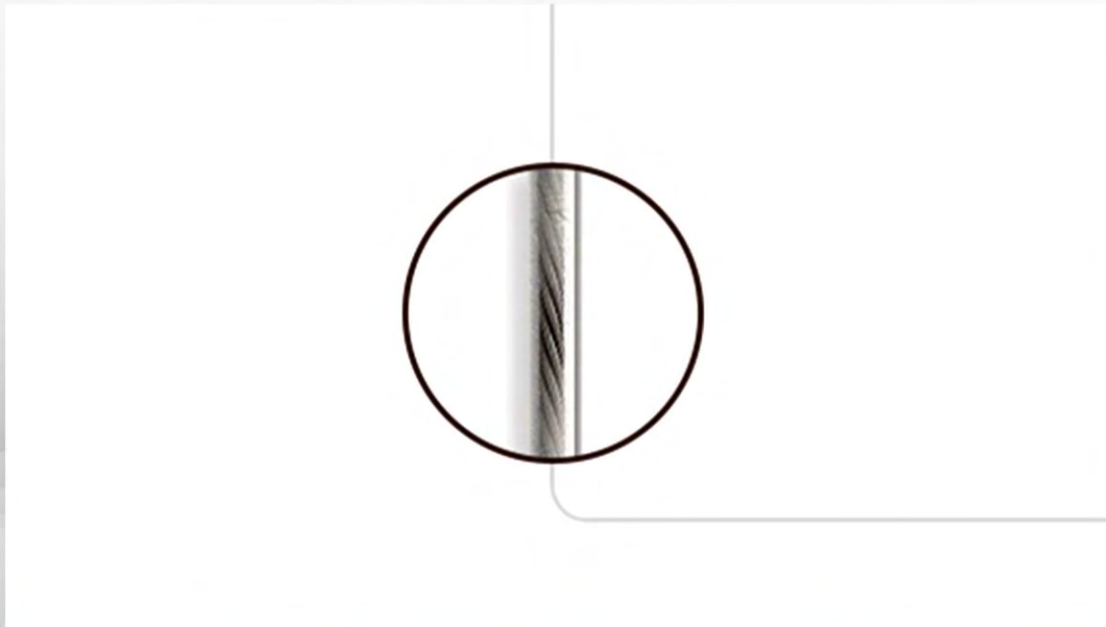


Adjustable Stand Height available in: X95, C95, C84 Series
Adjustable Stand Width available in: C64 Series (only available in Europe/North America/Japan/Hongkong)

Cables Management

Add beauty to the clutter-free solution

An elegant solution to reducing cable clutter, the Attachable One Connect offers compact flexibility for keeping wires out of sight, whether you mount it on the wall, place it behind the TV stand, or simply keep it on the tabletop.



6 Scenarios for TV



Viewing Experience



Game Experience



Interior Decoration



Sport Experience



Smart Experience



Eye Care



Viewing Experience

TV Picture Quality

- QD-Mini LED
- 4K
- 144Hz Refresh rate
- High Color Depth
- Wide Color Gamut
- Low Reflections
- IMAX Enhanced
- XL Collection
- Quick Response Time
- TÜV Realistic Visual Experience

AiPQ Technology

- Ai-Contrast
- Ai-Clarity
- Ai-Color
- Ai-Motion
- Ai-HDR

TV Sound Quality

- Ai-Sonic adaption
- Intelligent Sound
- Golden ear tuning
- DTS HD
- DTS Virtual: X
- Dolby Atmos
- Sound enhancement technology
- 2.1CH with Subwoofer

Connectivity

- HDMI 2.1
- Wi-Fi 6
- USB 3.0

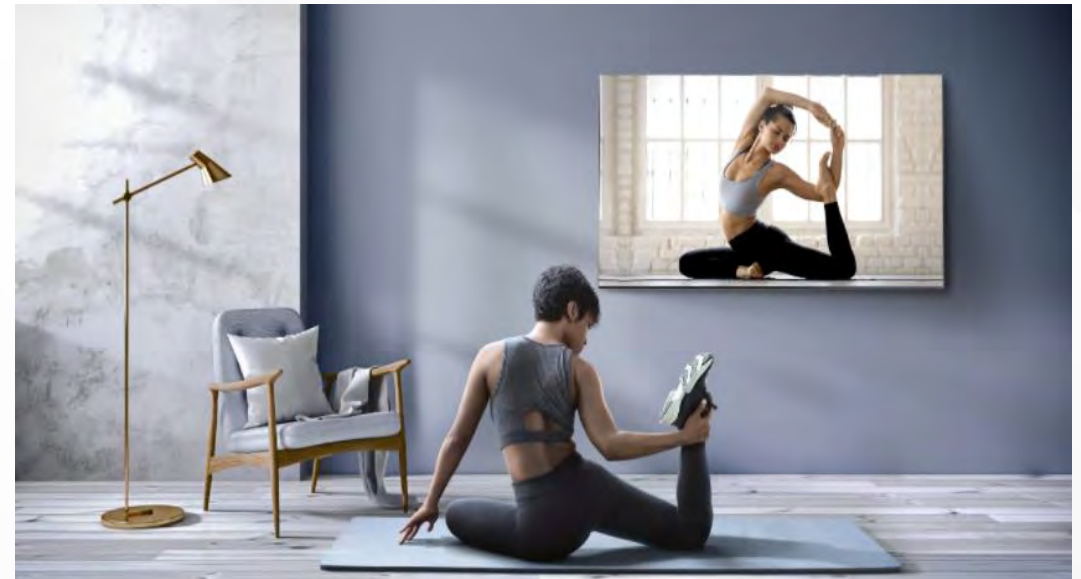
Disclaimer: The above technical function points are a summary of all TCL TV functions, not every TCL TV supports.

Sports Experience



Watch Sports

- QD-Mini LED
- 4K
- Low Reflections
- 120Hz MEMC
- Quick Response Time
- XL Collection



TV Fitness

- AR Fitness
- TCL Health Hub

Disclaimer: The above technical function points are a summary of all TCL TV functions, not every TCL TV supports.

Game Experience

TV Picture Quality

- QD-Mini LED
- 4K with HDR
- 144Hz Refresh Rate
- 144Hz VRR
- Quick Response Time

TV Gaming Function

- Game Accelerator
- Game Master
 - Game Bar
 - Aiming Aid
 - ALLM Mode
 - Shadow Enhancement
 - Game Picture Mode
- FreeSync Premium Pro
- Gaming in Dolby Vision

Connectivity

- HDMI 2.1
- WiFi-6
- USB 3.0



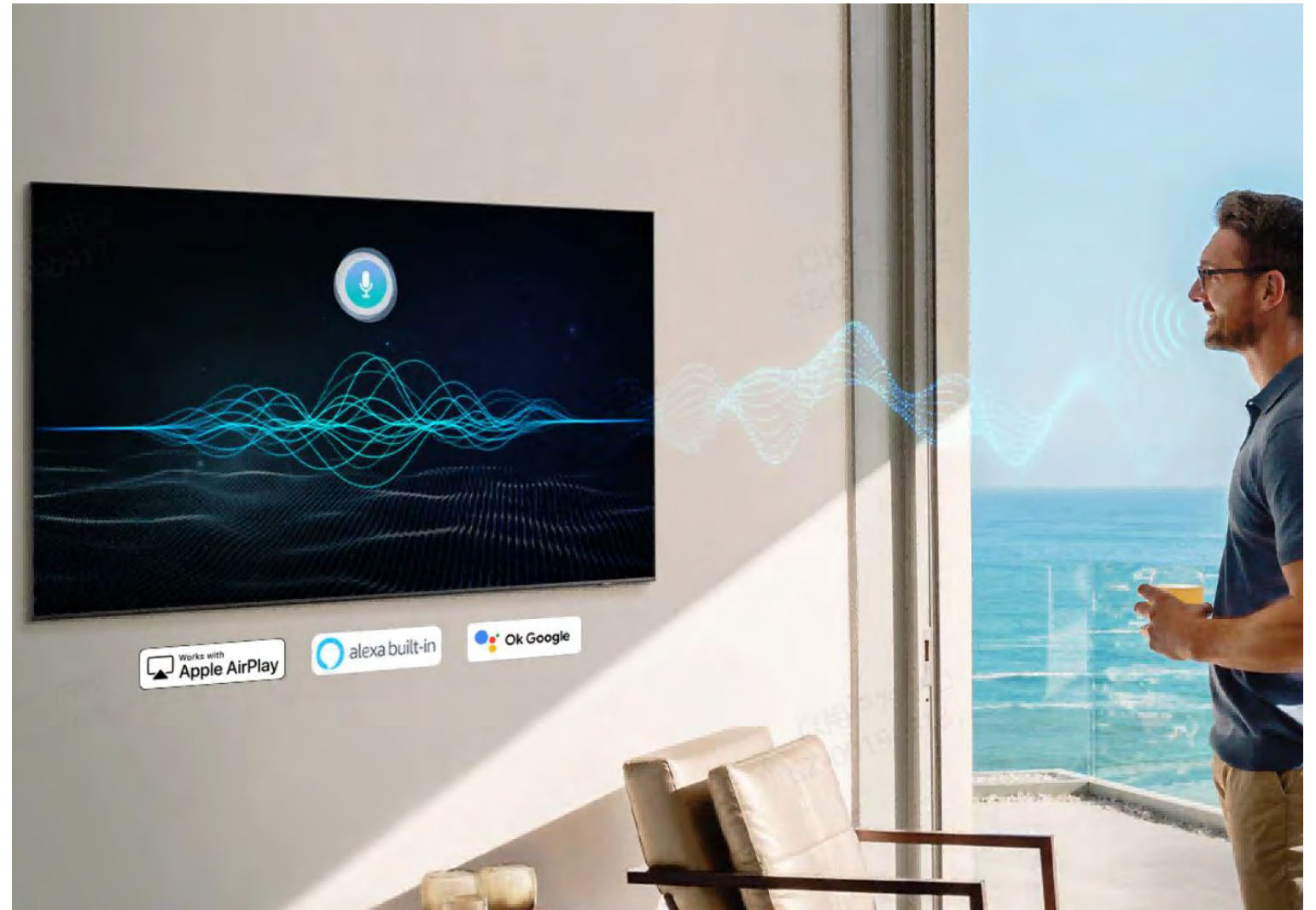
Disclaimer: The above technical function points are a summary of all TCL TV functions, not every TCL TV supports.

Smart Experience

Interconnection

Google TV

- Hey Google
- Google Play
- Google Meet
- Google Chromecast
- Kid's profile
- AirPlay2 / HomeKit
- Multi View 2.0
- Miracast for PC
- Hands-Free Voice Control



Disclaimer: The above technical function points are a summary of all TCL TV functions, not every TCL TV supports.

Interior Decoration

TV Design

- Uni-Body
- Slim Design
- Bezel-less Design
- Middle Stands
- Adjustable Stand Width/Height
- Cables Management

Disclaimer: The above technical function points are a summary of all TCL TV functions, not every TCL TV supports.

Eye Care



Watching experience

- Low Blue-Ray Mode
- Flicker-Free
- TÜV Rheinland Low Blue Light Certification

Disclaimer: The above technical function points are a summary of all TCL TV functions, not every TCL TV supports.



TV Product Range

TV ONE PAGE

X955 Series



Product Introduction

Model :	X95 Series
Size:	98/85
TTM:	Aug.2023 / Sep.2023
System:	Google TV
Chassis:	MT9653
Positioning:	<i>Flagship 4K Mini LED</i>



RC933

Key Features

- 4K Mini LED, 98/85:
5184zones/5000nits(peak)
- 4.2.2CH 80W/Dolby Atmos+DTS X/Onkyo
- MEMC 120HZ / VRR 144Hz / DLG 240Hz
- Free-Sync Premium Pro

Design

- Frameless
- Metallic
- Integrated Design
- Duck-feet

Smart Function

- Google TV
- Google Assistant
- Free-Sync Premium Pro
- Game Master / Game Accelerator / Game Bar
- Airplay2 / HomeKit
- Multi view / Miracast for PC / TCL care
- Camera (Optional) / Video Chat / Health Hub/ Hands Free Voice Control

Perfect Picture Quality

- 4K MiniLED
- Brightness: 5000nits (Peak)
- IMAX Enhanced
- Dolby Vision IQ & HDR10+
- 2.3% Low-reflection panel

Hardware

- MT9653
- CPU: A73*2+A73*2
- GPU: G52MC1
- Memory: 3GB DDR + 64 GB Flash

Perfect Sound Quality

- Dolby Atmos / IMAX
- Onkyo
- DTS X
- 4.2.2 Channel
- 80W

Connectivity

- Wi-Fi 6 (2.4G+5G)
- Bluetooth 5.2
- 2 * HDMI2.1+2 * HDMI2.0
- HDMI1: 4K 144Hz, HDMI2: 4K 120Hz,
- HDMI3&4: 4K 60Hz, HDMI4: eARC
- USB2.0*1&USB 3.0*1
- CI+ 1.4

C955 Series



Product Introduction

Model :	C95 Series
Size:	98/85/75/65
TTM:	Aug.2023/ Oct.2023
System:	Google TV
Chassis:	MT9653
Positioning:	<i>High-End 4K Mini LED</i>



RC933

Key Features

- **4K Mini LED**
98/85/75/65: 2000nits(peak)
2160/2304/2160/1344zones
- **2.2.2CH 60W/Dolby Atmos+DTS X/Onkyo**
- **MEMC 120HZ / VRR 144Hz / DLG 240Hz**
- **Free-Sync Premium Pro**

Design

- Frameless
- Metallic
- Integrated Design
- Duck-feet

Smart Function

- Google TV
- Google Assistant
- Free-Sync Premium Pro
- Game Master / Game Accelerator / Game Bar
- Airplay2 / HomeKit
- Multi view / Miracast for PC / TCL care
- Camera (Optional) / Video Chat / Health Hub/ Hands Free Voice Control

Perfect Picture Quality

- 4K MiniLED
- Brightness: 2000nits (Peak)
- IMAX Enhanced
- Dolby Vision IQ & HDR10+
- 2.3% Low-reflection panel

Hardware

- MT9653
- CPU: A73*2+A73*2
- GPU: G52MC1
- Memory: 3GB DDR + 64 GB Flash

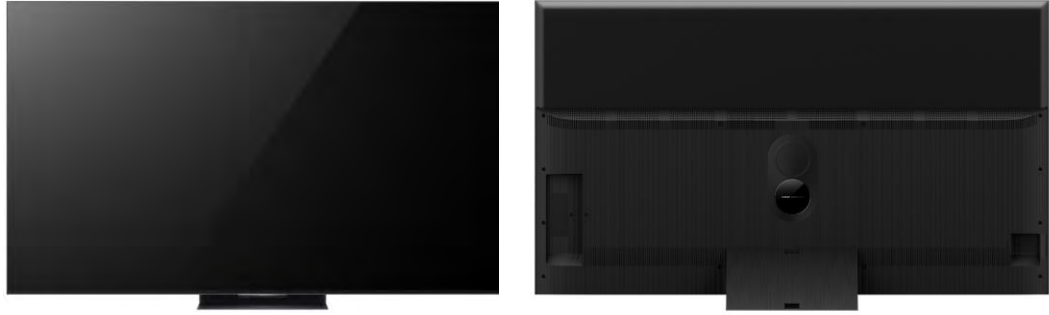
Perfect Sound Quality

- Dolby Atmos / IMAX
- Onkyo
- DTS X
- 2.2.2 Channel
- 60W

Connectivity

- Wi-Fi 6 (2.4G+5G)
- Bluetooth 5.2
- 2 * HDMI2.1+2 * HDMI2.0
- HDMI1: 4K 144Hz, HDMI2: 4K 120Hz, HDMI3&4: 4K 60Hz, HDMI4: eARC
- USB2.0*1&USB3.0*1
- CI+ 1.4

C845 Series



RC833

Product Introduction

Model :	C845
Size:	85/75/65/55
TTM:	April 2023
System:	Google TV, Android R
Chassis:	MT9615+
Positioning:	Premium 4K QD-Mini LED TV

Key Features

- 4K Mini LED/Quantum Dot/VRR 144Hz
- HDR 2000 nits
- Free-Sync Premium Pro/Game Master
2.0/240Hz Game Accelerator
- Low Reflection 2.3% (55/65/75)

Design

- Frameless
- Metallic
- Slim
- Middle Stands (Height adjustable)

Smart Function

- Google TV
- Free-Sync Premium Pro
- Game Master / 240Hz Game Accelerator
- TCL Care
- Airplay2 / Multi view
- Optional Camera / Video Chat / Health Hub / Gesture recognition
- Hands Free Voice Control

Perfect Picture Quality

- 4K QD-Mini LED / Quantum Dot (97% DCI-P3)
- 2000 nits (peak)/ 800 nits (typ.)
- IMAX Enhanced & Dolby Vision IQ & HDR10+
- MEMC 120Hz / VRR 144Hz / 240Hz Game Accelerator
- Light Sensor / Low Reflection 2.3% (55/65/75)
- Full Array Local dimming
- AIPQ Processor 3.0

Hardware

- CPU: CA73*4 @1.6GHz max
- GPU: G52(2EE)MP2, 550Mhz
- Memory: 3GB DDR + 32GB Flash

Perfect Sound Quality

- Dolby Atmos
- DTS Virtual: X
- 2.1 Channel
(10+10)W*2+20W
- Intelligent Sound

Connectivity

- Wi-Fi 6 (2.4G+5G)
- Bluetooth 5.2
- HDMI2.1*4
- USB2.0*2

C755 Series



Key Features

- **4K MiniLED**
 - 500+ MiniLED Zones (from 65")
 - 98/85/75/65/55/50: 1344/880/640/512/384/336zones
 - 16 bit Light Control
 - Dynamic α Technology
 - LED Direct Drive
 - Back Light Demura
- **144Hz VRR/DLG 240Hz**
 - 144Hz Refresh rate
 - VRR
 - ALLM
 - HDMI 2.1
 - Game Master
 - FreeSync Premium Pro
- **Industry Design**
 - Uni body
 - Slim Design
 - Bezel-Less
- **Upfiring Channel**
 - 2.0Channel (98" is 2.1CH)
 - Dolby Atmos
 - Onkyo

Product Introduction

Model :	C755 Series
Size:	98/85/75/65/55/50
System:	Google TV
Chassis:	MT9653
Positioning:	Entry 4K MiniLED TV



RC902V

Design

- Uni body
- Metallic
- Slim
- Middle Stands (98" is

Smart Function

- Google TV
- Google Assistant
- AirPlay2/HomeKit
- Hands Free Voice Control
- Optional Camera/Video Chat
- Multi view 2.0/Miracast for PC
- AI Fitness/Google Meet
- Game Bar/Game Mode/ALLM
- Free-Sync Premium Pro

Perfect Picture Quality

- 4K MiniLED
- 4K Quantum Dot (94%DCI-P3)
- High contrast Ratio
- 85": 600nit (typ.) / 1500nit (peak.)
- 75/65/55": 600nit (typ.) / 1300nit (peak.)
- 50": 550nit (typ.) / 1250nit (peak.)
- Dolby Vision IQ & HDR10+
- MEMC 120Hz / VRR 144Hz/DLG 240Hz

Hardware

- MT9653
- Memory: 3GB DDR + 32GB Flash

Perfect Sound Quality

- Dolby Atmos / IMAX
- DTS-X
- 2.0Channel (98" is 2.1CH)
- DTS Virtual X
- 50-85": 输出功率2X15W, 额定功率为 2* (15W+10W)
- 98: (10W+10W)*2+20W
- Onkyo

Connectivity

- Wi-Fi 5(2.4G+5G)
- Bluetooth 5.1
- HDMI2.1*4
- Other region: USB2.0*1+USB3.0*1
- EU: USB3.0*1

C745 Series



Key Features

- **4K QLED**
 - Hundred Zones (55/65/75: 120/160/220 85: 192)
 - Dynamic α Technology
 - LED Direct Drive
- **144Hz VRR/240Hz Game Accelerator**
 - 144Hz Refresh rate
 - VRR
 - ALLM
 - HDMI 2.1
 - Game Master 2.0
 - FreeSync Premium Pro
- **Industry Design**
 - Slim Design
 - Bezel-Less
- **Speaker Channel**
 - 2.0 Channel(55/65/75")
 - 2.1Channel(85")
 - Dolby Atmos

Product Introduction

Model : C745 Series

Size: 85/75/65/55

System: Google TV

Chassis: MT9615+

Positioning: 4K QLED TV



RC902V

Design

- Metallic
- Slim
- Middle Stand

Smart Function

- Google TV
- Google Assistant
- AirPlay2/HomeKit
- Hands Free Voice Control
- Optional Camera/Video Chat
- Miracast for PC
- AI Fitness/Google meet
- Game Bar/Game Mode/ALLM
- Free-Sync Premium Pro

Perfect Picture Quality

- 4K Quantum Dot (94%DCI-P3)
- High contrast Ratio
- 550 nits (typ.) / 1000 nits (Peak)
- Dolby Vision IQ & HDR10+
- MEMC 120Hz / VRR 144Hz/240Hz Game Accelerator
- Light Sensor /Full Array

Hardware

- MT9615+
- Memory: 3GB DDR + 32GB Flash

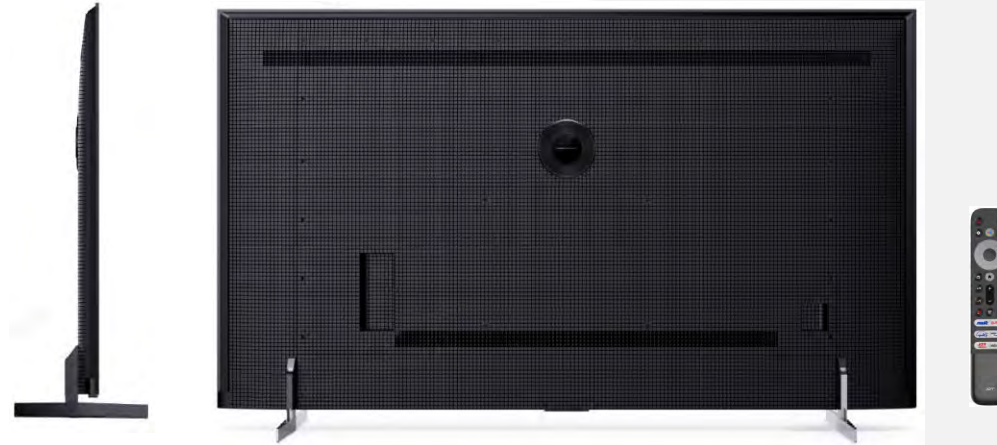
Perfect Sound Quality

- Dolby Atmos / IMAX
- DTS-HD
- 2.0Channel/2.1Channel(85")
- DTS Virtual X
- 30W(55" /65" /75") / 40W(85")

Connectivity

- Wi-Fi 5(2.4G+5G)
- Bluetooth 5.0
- HDMI2.1*4
- USB2.0*2

98P745



Key Features

- 144Hz VRR
- Dolby Vision IQ & Dolby Atmos
- Wide Color Gamut

Design

- Edgeless
- Metallic
- Slim

Smart Function

- Google TV
- Google Assistant
- Hands Free Voice Control
- Optional Camera/Video Chat
- Health Hub/Google
- Game Bar/Game Mode/ALLM

Perfect Picture Quality

- Game Master 2.0
- 144Hz VRR
- 240 Hz DLG
- 4K WCG (95% DCI-P3) /450 nits
- Dolby Vision IQ
- Gaming in Dolby Vision

Hardware

- MT9653
- CPU: CA73*4 @1.39 GHz
- GPU: G52 2EE, 550MhH
- Memory: 3GB DDR + 64GB Flash

Product Information

Model : 98P745
Size: 98
TTM: 2023.9
System: Google TV
Chassis: MT9653
Positioning:
Entry Level 98 " 4K Google TV

Perfect Sound Quality

- Dolby Atmos / DTS: X
- Onkyo 10W*2 +20W

Connectivity

- Wi-Fi 5 (2.4G+5G)
- Bluetooth 5.0
- HDMI2.1*1+HDMI2.0*2
- USB2.0*1+USB3.0*1
- USB3.0*1

C645 Series



Product Introduction

Model :	C64 Series
Size:	85/75/65/55/50/43
System:	Google TV
Chassis:	RT51M / 2G+16G
Positioning:	4K QLED TV

Key Features

- QLED
 - Wide Color Gamut
 - High Contrast Ratio
 - 8 bit + FRC Color Depth
- 120Hz Game Accelerator (55/65/75)
 - Game Bar
 - Freesync
 - Dolby Vision: Gaming in HDR
- Google TV
 - Google meet
 - Hey Google
 - Google Play stores
 - Google kid's profile
 - Google Photos
- Industry Design
 - Bezel-Less
 - Metallic

Picture Quality

- 4K Quantum Dot(93%DCI-P3)
- Dolby Vision
- Gaming in Dolby Vision
- 60Hz Refresh Rate
- 60Hz MEMC
- 450 nit (typ.) (85/75/65/55)

Smart Function

- Google TV
- Google Assistant
- Hands Free Voice Control
- FreeSync
- Game Master
- ALLM

Design

- Bezel-Less
- Metallic
- Adjustable stands(75/65/55)

Hardware

- CPU: CA55*4@1.3GHz
- GPU: G31 MP2, 800MHz
- Memory: 2GB DDR+16GB Flash

Sound Quality

- Dolby Atmos
- DTS-HD & Virtual:X
- 10W*2 (43/50/55/65)
- 15W*2 (75/85)

Connectivity

- Wi-Fi (2.4+5G)
- Bluetooth 5.0
- HDMI2.1*1+HDMI2.0*2
- USB3.0*1 43/50/55/65
- USB 3.0*1 & USB 2.0*1 (75/85)

Adjustable Stand Width available in: Europe/UK/North America/Japan/Hongkong

P745 Series

Key Features

- **Wide Color Gamut**
 - 90% DCI-P3
 - High Contrast Ratio
 - 10bit Color Depth
- **Dolby Vision**
 - HDR 10
- **Dolby Atmos**
- **120Hz Game Accelerator**
- **MEMC**
- **HDMI 2.1**
 - eARC
 - ALLM
- **AiPQ Engine 3.0**

- **Metallic Bezel-Less**
- **Game Master**
- **ALLM**

Product Introduction

Model :	P74 Series
Size :	85/75/65/55/50/43
System :	Google TV
Chassis :	RT51M
Positioning :	4K UHD Google TV



Design

- Edgeless
- Metallic
- Slim

Smart Function

- Google TV
- Ok Google /Hands Free Voice Control
- Optional Camera/Video Chat
- Health Hub/kid's profile
- Google Meet
- Game Master
- ALLM

Perfect Picture Quality

- 4K WCG (90% DCI-P3)
- Dolby Vision
- 60Hz MEMC
- 260~330nit
- 120Hz Game Accelerator (55" 65" 75" 85")
- FreeSync (This certification will be obtained by June 30, 2023)

Hardware

- CPU: CA55*4 @1.3GHz max
- GPU: G31 MP2, 800Mhz
- Memory: 2GB DDR + 16GB Flash

Perfect Sound Quality

- Dolby Atmos
- DTS-HD
- 15W*2 (75")
- 9.5W*2 (65" 55" 50" 43")

Connectivity

- Wi-Fi 5 (2.4G+5G)
- Bluetooth 5.0
- HDMI2.1*1+HDMI2.0*2
- USB2.0*1+USB3.0*1 (75" 85")
- USB3.0*1 (65" 55" 50" 43")

Disclaimer: This product is not available in all countries. Please refer to the actual situation of each country.

S5400 Series



RC902V

Product Introduction

Model :	S5400
Size:	32FHD/40FHD/43FHD
TTM:	Jan. 2023
System:	Google TV (Android System)
Chassis:	MT9221
Positioning:	FHD Smart Google TV

Key Features

- Google TV
- Metallic Bezel-less
- HDR 10
- Smart FHD
- Big Memory+ Massive Content
- Dolby Audio
- Smart Connectivity
- Multi-viewing Mode

Design

- Metal Bezelless
- Slim

Smart Function

- Google TV
- Voice Remote Control
- Certified YouTube
- Certified Netflix

Perfect Picture Quality

- FHD
- HDR 10
- Refresh Rate 60HZ

Hardware

- Memory : 1.5GB DDR + 16GB Flash

Perfect Sound Quality

- Dolby Audio
- 2*9.5W (40/43")
- 2*8W (32")

Connectivity

- Wi-Fi 2.4G
- Bluetooth 5.0
- HDMI1.4*2
- USB 2.0*1

S5400A(F) Series



RC902V

Product Introduction

Model :	S5400A (F)
Size:	32HD/32FHD/40FHD/43FHD
TTM:	Jan. 2023
System:	Android TV
Chassis:	MT9221
Positioning:	FHD/HD Smart Android TV

Key Features

- Smart FHD/HD TV
- Metallic Bezel-less
- HDR 10
- Dolby Audio
- Android TV
- OK Google
- Smart Connectivity
- Multi-viewing Mode

Design

- Metal Bezelless
- Slim

Smart Function

- Android R
- Voice Remote Control
- Certified YouTube
- Certified Netflix

Perfect Picture Quality

- FHD/HD
- HDR 10
- Refresh Rate 60HZ

Hardware

- Memory : 1GB DDR + 8GB Flash

Perfect Sound Quality

- Dolby Audio
- 2*9.5W (40/43")
- 2*8W (32")

Connectivity

- Wi-Fi 2.4G
- Bluetooth 5.0
- HDMI1.4*2
- USB 2.0*1

SOUNDBAR

Hearing is Believing

SOUNDBAR TECHNOLOGIES



RAY•DANZ
Acoustic Reflector Technology



3D Sound



Bass Boost



Smart Connection



Connectivity

RAY•DANZ PHILOSOPHY

Soundbar, requiring much less space and cabling, are often preferred in a home setting. By housing all speakers into one integrated unit, they are much easier to set up and are often vastly superior to built-in speakers found in mainstream TVs.

As such, the popularity of soundbar has grown exponentially over the years. But whilst convenient, sound quality is often compromised on soundbar. This is because soundbar are driven by only a couple of speakers in fixed forward-firing locations, providing a limited sound stage for their audience.

This comes at the expense of the area where the soundbar sounds best, also known as the “sweet spot.” For example, when three users are sitting side by side in front of a soundbar, it is possible that only the person in the middle – right in front of the soundbar – can fully enjoy the experience, leaving the two on the sides with a less than stellar experience.

To solve this problem, manufacturers often use digital signal processing based virtualizes to artificially widen the sound stage.

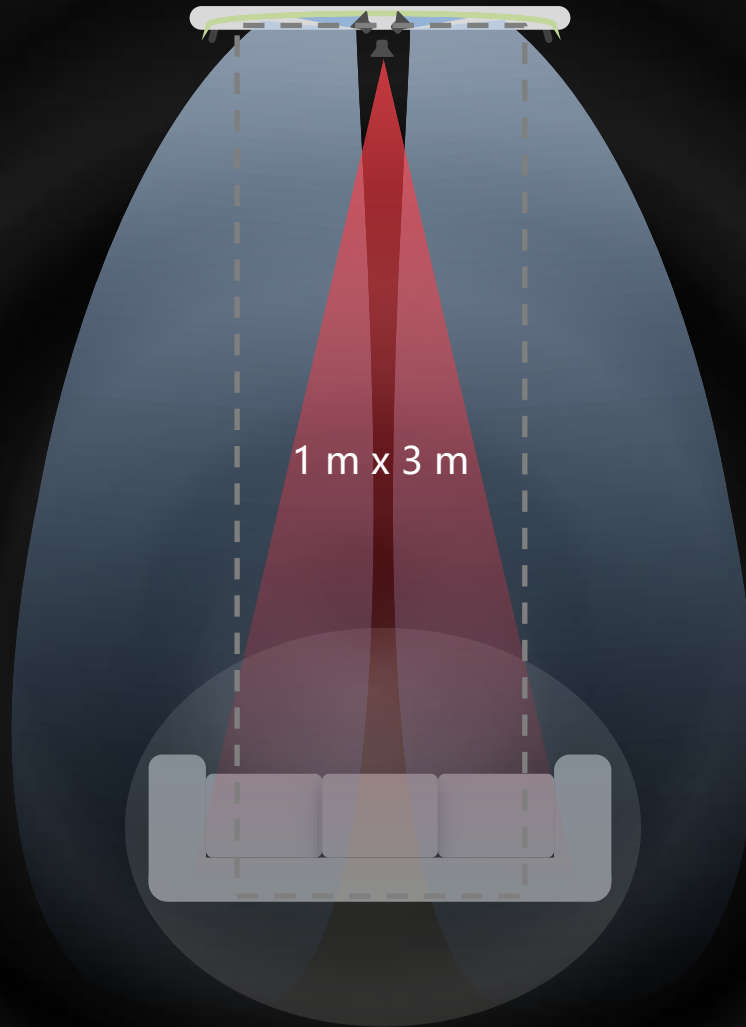
Unfortunately, the use of these virtualizes affects the overall sound quality. Although they make the audio sound more spacious, they also make it sound vaguer and less defined. This is especially noticeable in dialogue, and its poor rendition and accuracy make it difficult to be clearly understood.

In pursuit of a better soundbar audio experience, TCL developed RAY•DANZ, a soundbar featuring uniquely rearward angled speakers that beam sound waves towards curved acoustic reflector units to create wider soundstage without any digital processing, allowing for a larger sweet spot compared to mainstream soundbars whilst at the same time not compromising on audio quality, clarity or accuracy.

RAY•DANZ

Extremely wide sound stage
and precise localization

Clear vocals through
accurate voice positioning



Specially designed
acoustic reflectors

Precisely
angled drivers

Large Optimal Listening Area

3D SOUND

Powered by DTS X, DTS Virtual X and Dolby Atmos for enhanced height perception and object positioning. Hear every detail. Transform any movie, TV show or playlist into an immersive, multidimensional audio experience..



DOLBY ATMOS REDEFINES YOUR ENTERTAINMENT EXPERIENCE



SMART CONNECTION



AirPlay 2 Your audio. Your way.

With AirPlay 2, you're in control of your audio. And if you have more than one AirPlay 2-enabled speaker, you can enjoy your favorite music or podcasts throughout your house — in perfect sync. You can even play different songs in different rooms.



Anyone can add songs to Up Next

With AirPlay 2 and Apple Music, your friends can add their own music to the mix. Ask Siri to play what you want, where you want



Chromecast built-in

Chromecast built-in is a technology that lets you stream your favorite music from your phone, tablet or laptop right to your sound bar.

Chromecast built-in delivers a high-quality, easy-to-use option to play your music from your phone, tablet or laptop.



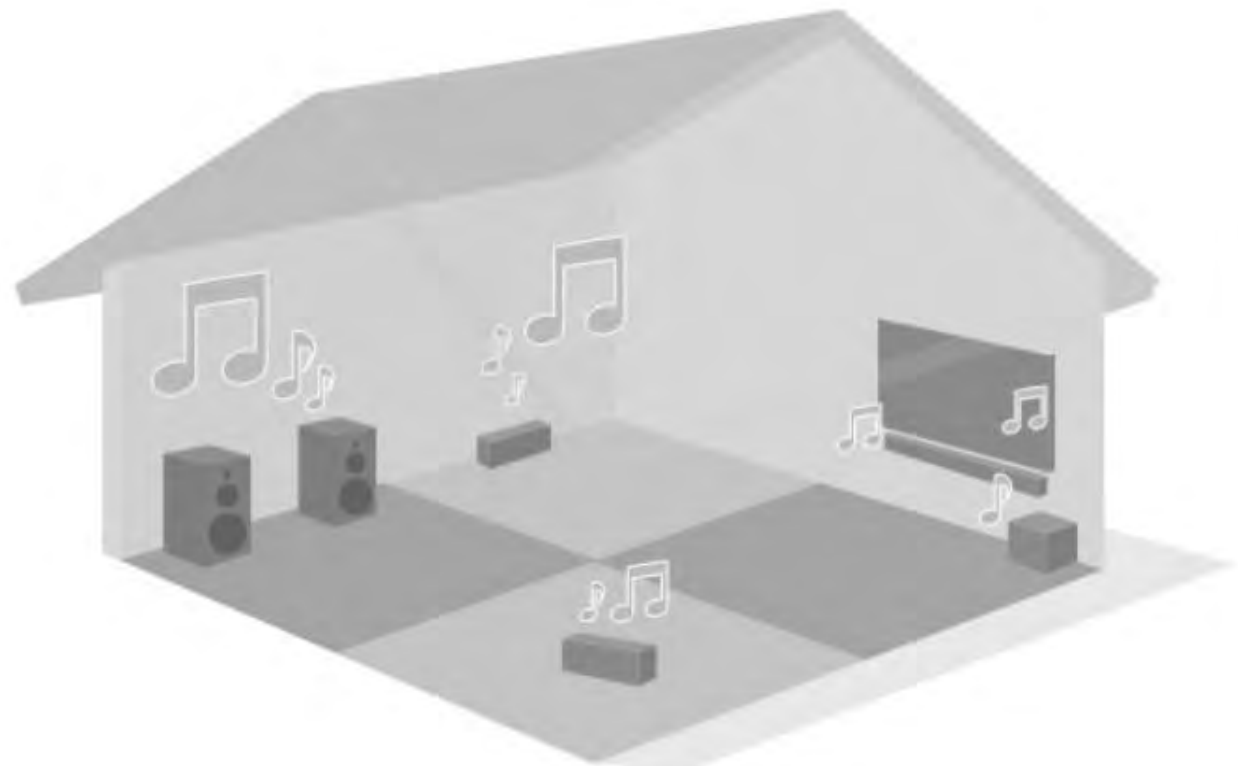
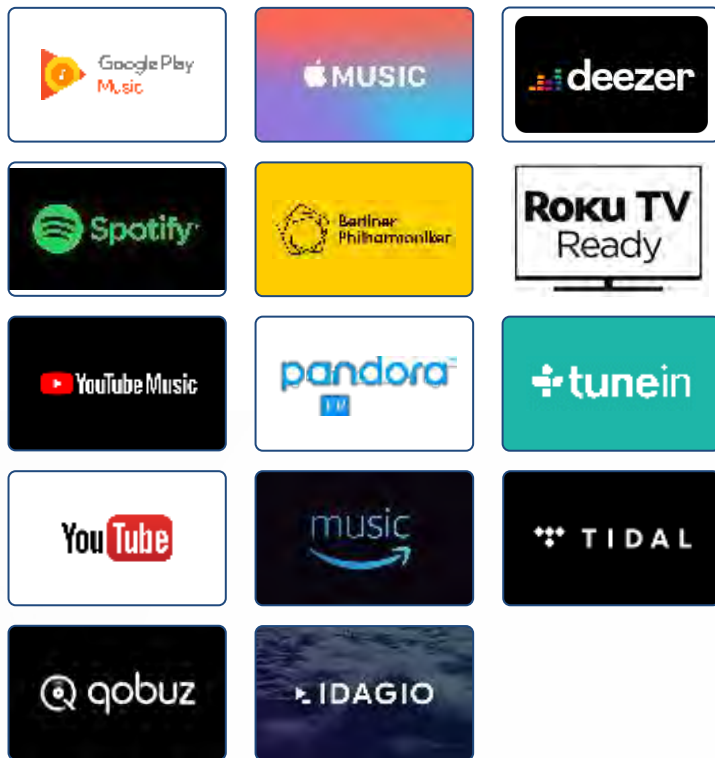
Google Assistant

You can use Google Assistant to play songs on your Airplay TCL RAY•DANZ sound bar just by simply asking.



Low Latency A/V Sync system

Play-Fi products are seamlessly interoperable, so you can find the perfect speaker for every room, and know that they will all make beautiful music together.



CONNECTIVITY



HDMI with ARC

HDMI with Audio Return Channel (ARC) makes a single cable connection with your soundbar possible to support almost all available sound formats. Supports pass-through for HDR10, HLG (Hybrid Log-Gamma), and Dolby Vision signals. It makes connecting and using your soundbar easier than ever before.

HDMI-CEC

TCL TV Ready support HDMI-CEC, which allows your TV to control your soundbar automatically. No more juggling between remote controls.



Wireless music streaming from your Bluetooth device.

Use Bluetooth to turn your sound bar into a powerful music system.

Enjoy music with your friends or family.



Wi-Fi enabled to enjoy connected features.

The Wi-Fi connection allows your soundbar to offer additional connected features.

BASS BOOST

To the average consumer's ear, the bass quality is often what lets them distinguish audio equipment one from another. Intense bass draws the audience into the content, no matter it is a musical concert or an action flick.



The wireless subwoofer of the RAY•DANZ Soundbar is in a class of its own, equally capable of filling the room with powerful, ground-shaking bass to provide a stimulating experience, all without the tedious cabling.



Flagship X9 C9 Series

X937U

7.1.4 Dolby Atmos sound bar with RAY•DANZ technology



Extremely wide soundstage

Advanced Acoustic Reflector Technology 7.1.4 Channel Configuration with Wireless Subwoofer and Wireless Rear speakers



Deep bass with wireless subwoofer

Dolby ATMOS



Endless Entertainment

Ideal for 65" TVs and larger



Superb Premium sound

HDMI 2.0 with eARC

HDMI 2.0 input



Wireless streaming from BT device

Optical/Bluetooth input

1020W maximum audio power



Wall mountable

C935U

5.1.2 Dolby Atmos sound bar with RAY•DANZ technology



Extremely wide soundstage

Advanced Acoustic Reflector Technology 5.1.2 Channel Configuration with Wireless Subwoofer



Deep bass with wireless subwoofer

Dolby ATMOS



Endless Entertainment

Ideal for 65" TVs and larger



Superb Premium sound

HDMI 2.0 with eARC

HDMI 2.0 input

Optical/Bluetooth input




Wireless streaming from BT device

780W maximum audio power



Wall mountable



**TCL P7 Series
Sound bar**

P735W

5.1 channel high quality soundbar with wireless subwoofer plus wired satellite speakers



 Dolby Audio

 dts VIRTUAL X

 TCL HOME

 TCL TV Ready

 Ai In

 HDMI™
HIGH-DEFINITION MULTIMEDIA INTERFACE

 Bluetooth®

 Roku TV Ready



Deep bass with wireless subwoofer

5.1 Channel Configuration with two wired satellite speakers



DTS Virtual: X Immersive Sound

Dolby Audio

AI Sonic-Adaptation

App Control



Room Correction & Sound Calibration

Slim and Sleek design Ideal for 55" TVs and larger

HDMI with ARC

Optical Input / Bluetooth 5.2



Low latency & Multi-connection streaming from BT device

Bass Boost

430W maximum audio power

Bar: 900x 68 x98mm / 35.4" x 2.7" x 3.9"

Subwoofer: 248 x 365 x 220 mm / 9.8" x 14.4" x 8.7"



Two satellite speakers enhance surrounding sound

Satellite speakers: 98 x 162 x 80mm / 3.9" x 6.4" x 3.1"

P733W

3.1 channel high quality soundbar with wireless subwoofer



 **Dolby Audio**



HDMITM
HIGH-DEFINITION MULTIMEDIA INTERFACE

 **Bluetooth**[®]



Deep bass with wireless subwoofer



DTS Virtual: X Immersive Sound



Room Correction & Sound Calibration



Low latency & Multi-connection streaming from BT device



Wall mountable

3.1 Channel Configuration

Dolby Audio

AI Sonic-Adaptation

App Control

Slim and Sleek Design Ideal for 55" TVs and larger

HDMI with ARC

Optical input / Bluetooth 5.2

Bass Boost

350W maximum audio power

Bar: 900x 68 x98mm / 35.4" x 2.7" x 3.9"

Subwoofer: 248 x 365 x 220 mm / 9.8" x 14.4" x 8.7"

TCL S6 Series Sound bar



S642W

2.1 channel high quality soundbar with wireless subwoofer



Endless Entertainment



Great sound



Wireless streaming from BT device



Bass Boost



Wall mountable

2.1 Channel Configuration

Dolby Digital

DTS Virtual: X

Ideal for 32" TVs and larger

HDMI 1.4 with ARC

Optical input / Bluetooth 5.3

Voice Assistant via AUX VA input

200W audio power

Slim and sleek design

560*62*97.6 (W x H x D)

195x195x320mm

 Dolby Audio



HDMITM
HIGH-DEFINITION MULTIMEDIA INTERFACE

 **Bluetooth**[®]



S643W

3.1 channel high quality soundbar with wireless subwoofer



Endless Entertainment



Great sound



Wireless streaming from BT device



Bass Boost



Wall mountable

3.1 Channel Configuration

Dolby Digital

DTS Virtual: X

Ideal for 43" TVs and larger

HDMI 1.4 with ARC

Optical input / Bluetooth 5.3

Voice Assistant via AUX VA input

240W audio power

Slim and sleek design

810*62*97.6 (W x H x D)

195x195x320mm

 Dolby Audio

 dts
VIRTUAL X

 HDMI™
HIGH-DEFINITION MULTIMEDIA INTERFACE

 Bluetooth®

 TCL TV
Ready

 Roku TV
Ready

S645W

5.1 channel high quality soundbar with wireless subwoofer and wired satellite speakers



Endless Entertainment



Great sound



Wireless streaming from BT device



Bass Boost



Wall mountable

5.1 Channel Configuration

Dolby Digital

DTS Virtual: X

Ideal for 43" TVs and larger

HDMI 1.4 with ARC

Optical input / Bluetooth 5.3

Voice Assistant via AUX VA input

300W audio power

True surround sound experience

Slim and sleek design

810*62*97.6 (W x H x D)

195x195x320mm

140x97.6x62mm



**TCL
wireless
series**



TSR1

Roku Wireless 2.0 Sound Bar

Zero configuration setup through Roku TV

Only power cable needed

Fully controlled via Roku TV - no bundled remote control, no other inputs

Supports BT music playback

OTA SW updates via Roku TV

Great sound using wide range drivers

120W maximum audio power

31.5 x 2.5 x 3.9" / 800 x 64 x 98mm



W73 WoW Speaker

Wireless high quality multi-scenarios speakers



BT 5.2 Low latency
with Sound Sync
tech(TCL TV)

50W Maximum Audio
Power



Wireless Stereo
Surround Ready

AUX(3.5mm)

USB PlayBack

BT 5.2 Multi-Connections



TCL Connect &
Control(Undefined
)

Type-C Charge







Effortless
charge(TBD)



NFC

TCL AUDIO PRODUCT

	X937U	C935U	P735W	P733W	S645W
					
RAY•DANZ	Yes	Yes	N/A	N/A	N/A
Channels	7.1.4	5.1.2	5.1	3.1	5.1
Subwoofer	Wireless	Wireless	Wireless	Wireless	Wireless
Surround Sound Speaker	Wireless	N/A	Wired	N/A	Wired
Maximum Audio Power	1020W	780W	530W	400W	300W
Equalizer Settings	News/Music/Movie/Game/Sport/Standard	News/Music/Movie/Game/Sport/Standard	News/Music/Movie/Game/Sport/Standard	News/Music/Movie/Game/Sport/Standard	News/Music/Movie/Game/Sport/Standard
Interfaces	Optical/Bluetooth input, USB, HDMI input, HDMI eARC	Optical/Bluetooth input, USB, HDMI eARC	Optical/Bluetooth input, HDMI ARC	Optical/Bluetooth input, HDMI ARC	Optical/Bluetooth input, HDMI ARC
Smart Features					N/A
Sound Processing					

Thank you for Watching

