Beat: Business

THOMSON BRAND - 120 YEARS OF HISTORY : From 1893 Untill TODAY

MAKING INNOVATION ACCESSIBLE TO ALL

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USPA NEWS - With a Rich Heritage stretching back for more than 120 years, the Thomson Brand has been part of the World´s Greatest Technological Revolutions with an Dedication to making Innovation accessible to all. At Home and beyond, Innovations are intrinsic to everyday life, contributing to the Special Moments you share with your Friends and Family. The Thomson Brand offers a Vast Range of Electrical Products spanning Television, Audio Video, Telephony, Information Technology, Connected Devices, Home, Small and large Appliances and Healthcare & Well-Being.

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- A Bit Of History :
* 1893 : Foundation of La Compagnie Française Thomson-Houston (CFTH) in Paris by Elihu Thomson
* 1931 : First TSF Radio sets "La Voix Du Monde"
* 1936 : First TVs (Technology 819 Lines)
* 1963 : The Washing Machine GyraThomic is here!
* 1967 : First TV Color "AmpliColor"!
* 1982 : First Video Recorders and Personal Computers (TO7 and MO5)
* 1993 : The famous Designer Philippe Starck becomes Thomson's Creative Director until 1996
* 1999 : Launch in Europe of the first mp3 Player LYRA
* 2007 : First VoIP Phone DECT with Internet Radio
* 2012 : THOMbox a new Concept for Home Automation
* 2015 : UltraSlim Notebook
* 2016 : Génimix Pro Connect connected Heating Robot
* 2017 : 4K TV - Android - HDR 10 TV C76 Serie

- To build Relationships with Customers based on Trust, Thomson claims to believe in Positive Technology that brings People Together.
* Sharing : Thomson offers one of the widest ranges of Technological Products around.
* innovation : A kind of Innovation that sees Design as a Key to User-Friendliness. A kind of Innovation that feeds Optimism, Serenity, Happiness.
* Simplicity : Thomson Products need to be Relevant, Useful and Easy to use.
* Style : Style is all in the Looks that Beautiful, Unique, Timeless pieces get.

Examples of Products recently on the Market (in Major Stores):

* Leader and Forerunner in Online Streaming Video Games, the French Company “Blacknut“ naturally concluded a Partnership with Thomson, the Innovative French Brand which sells among others Notebooks, Televisions and Smartphones. It is possible to play on all these Devices a wide range of Games, including recent hits such as Gravel, Outcast or Blackguards 2. There is something for everyone: a Gamer who is satisfied or casual, alone or with Family and even many Titles for Children. There are also very popular Simple Games like Badland and Titles in retrogaming like Another World, the famous Masterpiece of Eric Chahi remastered. More than 250 titles are already available and every week new Products are making this Catalog even Richer !

* Micro-Stereo System with a Unique Design : This Compact and Monobloc Micro-Stereo-SystemTHOMSON MIC201IBT brings together all the Musical Sources of yesterday and today : CD, FM Radio, USB Key and Bluetooth. And if by chance this was not enough, any other Source can be connected to it via the Audio Jack in. As the great thing is, this Micro-System recharges the latest

Wireless Smartphone by Induction, by simply putting it on top.

* WHP5407 Wireless Headphones : If you prefer to enjoy Music undisturbed and also like to listen to the new Digital Radio Stations from time to time, then the WHP5407 Wireless Headphones from Thomson are a good choice. On the one hand, the Model offers all the Benefits of Wireless Reception; on the other hand, it functions as a DAB Receiver. The DAB Receiver can also be used if you want to dispense with wearing the Headphones. So your Home Hi-Fi System can be made Digital Radio-Compatible in an Instant, for example. The Base Station functions simultaneously as a Radio Receiver, Transmitter, charging Station and practical holder for the Headphones, and offers a Backlit LC Display with Radio Text Information Display and Station Memory. The Replaceable Batteries provide Power for up to 8 Hours' Music Enjoyment.

* NEO 360XS : As a very Compact Computer, it's really Practical, especially if he bends over backwards. The Computer Screen of Convertible PCs such as the NEO 360XS folds behind the Chassis to allow for Tactile Uses adapted to Situations of Mobility: in Tent Shape to watch a Video on an Airplane Tablet, as an easel to surf on Internet in Bed, as a Tablet to read on the Couch. Only until now, it was necessary to compromise on the Weight and the Thickness with a less obvious Tablet Usage. After having undergone a Serious Slimming Cure, this Convertible Notebook made of Aluminum is Ultra-Thin with 10 millimeters Thick, and Ultralight with a Featherweight of 900 grams. It has a Screen of 11.6 inches in Full HD and a large Keyboard, not to mention an Autonomy of 10 hours ! In terms of Equipment and Connections, it offers the same Diversity as its Big Brother, the NEO XS Pro.

(...)

Source : Thomson @ Technicolor Offices in paris (France), on June 04, 2019.

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