

Headline: Onida gives India new 24-inch full HD LCD TV

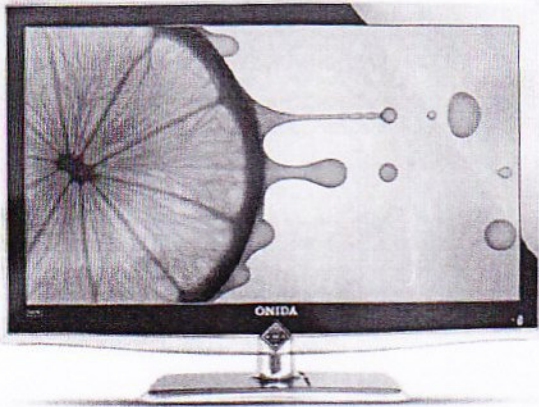
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Home > Displays > Onida rolls out 24-inch full HD LCD TV in India

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Nowadays, home entertainment is sparked up by the latest HDTVs and LCDs in the market. **Onida has just unfurled a 24-inch LCD TV in India, the 24 M Full High Definition (FHD) LCD TV.** The exclusive offering boasts of HDMI connectivity and five-star energy efficiency.

Touting to be the first LCD TV in its size range to be fabricated with full HD capability, the latest device features Iplayon. Users can directly view movies, listen to music and watch pictures with its Movie TV function. Digital audio and video sources can also be connected via the built-in HDMI port.

"In a competitive market scenario wherein most of the players are focusing only on the high end segment and larger sized panels today, we have developed an extremely unique FHD resolution option for the Indian consumers," quoted **Anand Ramadurai, GM, Marketing, Mirc Electronics (Onida).** "The 24 M FHD LCD TV is the country's first-of-its-kind and comes with some of the finest features that are unseen in LCD TVs below the 32" size category. The size is also unique as 24" is a perfect upgrade from a 21" CRT."

With a 70,000:1 dynamic contrast ratio, the 24 M FHD LCD TV delivers crystal clear imagery. For refined true-to-life picture quality, ViSD Imagine engine is also bundled in. The device also subsumes simple Surf and 200w PMPO. Multimedia buffs can connect USB flash drives and hard drives to enjoy their favorite video and audio content.

The Onida 24 M FHD LCD TV comes with a special introductory price of Rs. 17,990 and is now available through the company's dealers across India.

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