

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

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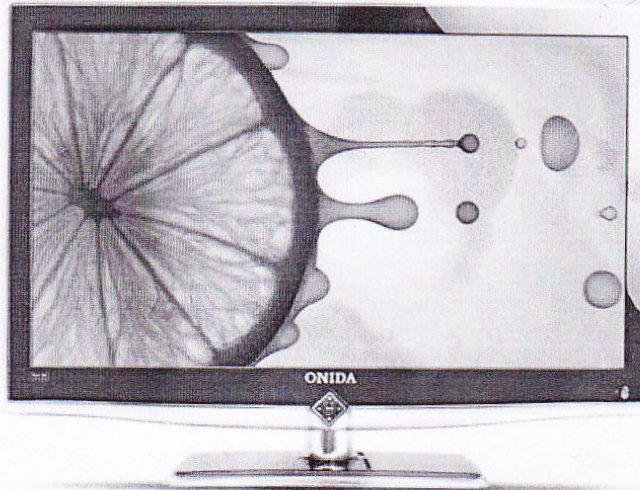
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So what if the home TV's not big on screen real estate? **Onida seems to feel that high definition need not stay away from TVs with smaller displays which is why they've taken their 24M full HD LCD TV to the Indian**

**market.** No compromise on viewing quality is what the company claims to be aiming for with this release.

The new Onida offering extends full high definition visuals on a 24" display that's powered by a VisD Image engine for enhanced picture quality. An integrated USB 2.0 port enables playback of movies, music or photos straight from a storage drive. Images are delivered in 70,000:1 dynamic contrast ratio and the other specifications span over Iplayon, 200W PMPO, a Simple Surf features as well as five star rated energy efficiency.

"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," remarked **Anand Ramadurai, GM, Marketing, Mirc Electronics, Onida.** "The 24M 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."

Onida is selling the 24" FHD LCD TV across India for Rs. 17,990, though the tag sticks only as part of their special introductory price offering.

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