

**Headline:** Onida launches unveils 32 Diamond KY Rock LCD TV

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## AUDIENCEMATTERS

### ONIDA unveils 32 Diamond KY ROCK LCD TV

By Audience Matters News Desk

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Mirc Electronics Ltd. (ONIDA), India's reputed Electronics and Consumer Durables Company, has launched Onida 32 Diamond KY Rock - India's first-of-its-kind LCD TV with a 1000-watts surround sound system and in-built woofers.

ONIDA 32 Diamond KY Rock has an unparalleled, crystal-clear sound along with a Full High Definition picture technology providing a 2 mega pixels resolution that is nearly six times that of a Standard Definition TV; a VisD image engine for refined picture quality & a remarkable dynamic contrast ratio of 70,000:1 that brings pictures to life. Another exclusive attraction of ONIDA 32 Diamond KY Rock is its USB 2.0 interface that allows to conveniently plug-in any USB device and play music, songs and videos directly from it.

Starting at an introductory price of Rs. 38,990/-, the ONIDA 32 Diamond KY Rock is designed keeping in mind the tech-savvy consumers. It comes with a red wine-hue accent that makes it distinct from other existing LCDs in the market. Its elegant glass shimmer around the screen adds to the pleasurable viewing experience.

Speaking on the occasion of the launch of the ONIDA 32 Diamond KY Rock, Mr. Anand Ramadurai, GM, Marketing, Mirc Electronics Ltd. (ONIDA) said, "In the past we have seen that most LCDs focus on picture clarity alone and compromise on sound. Hence a home theatre has to be bought separately, which entails a lot of inconvenience in installing the speakers. Now, with the ONIDA 32 Diamond KY Rock providing the 1000-watts theatre surround system with in-built speakers, the consumer's viewing experience will not only change dramatically but also make it more convenient and enjoyable."

The 1000-watts surround system of ONIDA 32 Diamond KY Rock definitely provides an experience at home that is equivalent to that of watching a match in the stadium. Undoubtedly, it's the best bet for the price it is offering as an LCD TV.