



**FOR IMMEDIATE RELEASE**

KIVI Company introduced new products at IFA in Berlin – Smart TVs designed specifically for children's rooms and kitchens.

*The global tech community can witness new products from KIVI at the largest consumer electronics exhibition, IFA: unique Smart TVs designed specifically for children's rooms and kitchens, the basic 2024 TV line, and a range of brackets for wall-mounted screens.*

BERLIN, GERMANY – 01/09/2023 - KIVI is an international company founded in 2016 in Kyiv, specializing in the development and production of Smart TVs. Today, the brand's products are sold in nearly 20 European countries across more than 40 retail chains. In its 6 years of existence, the company has sold over 1,500,000 televisions. New product development takes place in the company's R&D centers located in Ukraine, Hungary, and China, while manufacturing is carried out contractually at major factories, including those in Poland. This year marks KIVI's second participation in the IFA exhibition in Berlin. At their 100 m<sup>2</sup> booth, the company is showcasing Smart TVs specially designed for children's rooms and kitchens, as well as the main KIVI 2024 TV line with accompanying accessories.

**The KIVI ROOM BY ROOM line is the result of a survey of 2,500 respondents.** A deep study of consumer behavior conducted by the KIVI brand in 2022 provided developers with valuable insights. Over 90% of buyers first determine the area of the house for placing the future TV and only then decide on the requirements for its model. This led to the creation of an entirely new line, **TURN ON KIVI. ROOM BY ROOM**, which includes models **KIVI KidsTV** and **KIVI KitchenTV**. They meet the specific consumer requirements for a Smart TV to be installed in a particular room and are complemented by appropriate accessories.

#### **KIVI KidsTV: Endless Possibilities for Creativity and Entertainment**

KIVI has introduced a 32-inch Full HD KIVI KidsTV with a unique design and additional features beneficial for a child's room. The front panel, stands, and the central plate of the device feature a Block-Style Design – enabling creations with building blocks. Unleash your imagination and embrace your creative potential. Endless possibilities for self-expression! Children can hone their artistic skills and spatial thinking, construct designs, and use the TV during playtime.

The model's designers ensured that with intense usage, the Smart TV remains undamaged and can last for many years. For instance, its screen is protected by robust tempered glass, which can withstand cuts from household objects and impacts, like from a soccer ball or a heavy toy. For a stable placement, the device's legs are securely fixed to the surface where the TV is placed, using special stickers that come in the set.

KIVI KidsTV is equipped with the **Low blue light** technology, which safeguards the delicate eyes of children from the harmful blue light emitted by the screen. Furthermore, a nightlight built into the TV ensures the child's sound sleep, especially if they are uncomfortable sleeping in complete darkness.

#### **KIVI KitchenTV: Comfort Viewing from Any Angle in the Kitchen**

In many households, kitchens are relatively compact, with every square meter playing a crucial role – from storage space, appliances to work surfaces. As a result, consumers often opt to mount their TVs on the wall to save valuable space.

While developing the KIVI KitchenTV, the manufacturers took this into account and incorporated a compact spring-loaded full-motion bracket. This wall mount allows users to swivel the screen in any direction, adjust its height, tilt angle, and distance from the wall, ensuring optimal viewing angles. The bracket itself is designed to occupy minimal wall space and is ingeniously crafted to hide TV cables within its clips.

The KIVI KitchenTV boasts a 32-inch FullHD screen, an ideal size for smaller rooms. The TV frame is elegantly designed in a stylish **white color**, making it a perfect fit for contemporary kitchen interiors.

Prioritizing user safety, the KIVI Kitchen TV is equipped with a smoke detector built into its rear panel. This safety feature operates even when the TV is turned off.

Running on the **Android TV11** operating system, the model offers users access to over 10,000 apps. These include recipe books, calorie counters, meal planning applications, and more. **The voice control** feature ensures that users can navigate the content effortlessly, even when their hands are dirty or wet, eliminating the need to press remote buttons.

#### **Updated Base Line: Sleek Design and Modern Technologies**

KIVI's product range also features the 2024 line of Smart TVs, available in various screen sizes and two colors – black and white. A distinguishing feature of these devices is the elegant bezel-less design, in line with the latest trends and impressing with its "invisibility." No frames will distract from the main purpose anymore – watching videos! The lineup offers models ranging from 24" to 65" diagonally.

Specifically **for bedrooms**, the brand has released 43" and 55" models. These are equipped with an integrated nightlight, AlumiGlow, which emits a soft and calming light. It sets a cozy and romantic ambiance, conducive to relaxation. The nightlight can remain operational even when the TV is turned off. The light's brightness level can be adjusted using the TV remote or a button on the TV body. To blend harmoniously into modern interiors, the bedroom models come in a white chassis.

The new lineup's Smart TVs operate under the contemporary AndroidTV 11 OS. This system grants users access to all Google services, tailored especially for TV platforms, a vast array of apps from Google Play, as well as Chromecast and Google Assistant technologies.

The 2024 TV models are fortified with image enhancement technologies like HDR, MEMC, Max Vivid, Ultra Clear, and Super contrast control. For large screen gaming enthusiasts, these new devices also support the **Game Mode**, optimizing image quality and performance during gaming sessions.

The Smart TV lineup of KIVI, introduced at IFA 2023, comes with an updated remote control. Among the new features are a luminous shield that glows in the dark, making it easy to locate the remote; ergonomic rocker buttons; the ability to control the nightlight (for KIVI KidsTV and bedroom models); and an integrated sensitive microphone for voice control. The color has also been revamped, with KIVI offering a sophisticated dark blue remote, setting it apart from the standard market black models.

The new remote fits comfortably in the hand, and the buttons have a smooth and silent motion. The most popular apps are highlighted on the remote with separate buttons, allowing the viewer to access their favorite content with a single click.

## Wall Mount Lineup for All Types of TV Installation:


KIVI's brackets are suitable for most modern TV panels and come with an installation kit for quick setup. The lineup is divided into three series:

- **Basic** – Secures the TV at a distance of 20 mm from the wall. It comes in two versions: fixed and with the ability to tilt at an angle of 8°.
- **Motion** – A series with a tilt and swivel mechanism (the tilt angle ranges from +10 to -15° depending on the model, and a rotation angle of up to -90°...+90°). This is for those who want multiple viewing points and easy access to all connectors.
- **Slim** – A more aesthetic product that has the shortest distance to the wall (17 mm), an interesting form factor, and a convenient fixation mechanism.

The company provides a lifetime warranty on its wall mounts.

Plan Your Visit

 Dates: September 1-5, 2023

 Time: 10:00 AM to 6:00 PM

 Location: Stand #220, Hall N20

Attendees will get an exclusive opportunity to be among the first to see and test out KIVI's latest innovations.

New KIVI Product Launch: KIVI's newest range of products is slated to hit the market **in the fourth quarter of 2023**.

## About KIVI:

*Established in 2016, KIVI is an international company with its European headquarters located in Budapest. They specialize in the development and production of Smart TVs, distributing their products across Europe and Asia. The Research & Development department operates out of Ukraine and China. To date, over 1.5 million devices have been sold by the brand. KIVI takes pride in being a certified partner of both Google and Netflix.*

For more information, high-res images, or interview inquiries, please contact [k.tulchynska@kivismart.com](mailto:k.tulchynska@kivismart.com). Stay tuned for more groundbreaking innovations from KIVI