

SKYWORTH

SKYWORTH Expands into Custom Integrator Market with World's First Outdoor Google TV™

*-- SKYWORTH Demonstrates Its Global Leadership in Technology and Design
with Turn-Key Solution for Outdoor Entertainment at CEDIA Expo 2023 --*



DENVER, Colorado, September 7, 2023 – [SKYWORTH](#), a subsidiary of global leader SKYWORTH Group, is demonstrating [the Clarus S1, the world's first outdoor Google TV™](#) at CEDIA Expo 2023 (Booth #C1217). A turnkey solution for elevating the outdoor entertainment experience, the durable “Full Sun” Clarus S1 features industry-leading brightness and a powerful 8-speaker 100-watt audio system. The Clarus S1 is the first of several new lifestyle TV products planned for the next six months. Clarus is now available in the U.S. and Canada through select Custom Integrators in two screen sizes, a 65-inch (USD \$4,999) and a 75-inch (USD \$6,999).

Fang Fang Li, CEO of SKYWORTH USA, noted: “With our expansion into the CI category, SKYWORTH USA looks forward to bringing American consumers the same advanced technologies and forward-looking design innovations that have defined our brand globally in the outdoor TV marketplace. During the coming year, we will debut an exciting collection of high-value, high-performance products in the U.S. market, offering new options and concepts for outdoor and indoor entertainment.”

Michael Gleason, Director of Sales, SKYWORTH USA, Lifestyle TVs, also commented on the company’s new product and expansion plans, noting: “I’m especially excited for our customers at CEDIA to see the outstanding outdoor TV solution we’ve developed, and I’m confident it will far exceed their expectations. One of the things we’ve really focused on in the last few months has been working closely with Control companies so that our valued CI dealers will be able to integrate Clarus easily into the entertainment systems of their clients.”

“Full Sun” Clarus TV Shines in the CI Space

The SKYWORTH Clarus “Full Sun” TV is the perfect “all-in” CI solution for outdoor entertaining. It delivers industry-leading brightness and imaging capabilities. Notably, with its astounding brightness of 3,000 nits, the Clarus picture remains clear even under direct sunlight, outperforming both mainstream full and partial sun TV models on the market that average 2,000 nits. The Clarus S1 is ideal for outdoor gaming or sports while poolside, deck-lounging, or relaxing by a patio fire.

The Clarus S1 has various built-in protection and durability features to withstand the demands of being outside for prolonged periods, including a tough, all-metal body and a high tolerance for extreme temperatures. The attractively designed dustproof and waterproof enclosure boasts an IP66 rating (currently the industry's highest level of dust and moisture protection). The set is also impact-resistant for total durability and longevity.

The Sound Matches the Visuals in Quality

The S1's included soundbar features Dolby Audio surround sound technology, creating an immersive and inviting listening experience for sports, concerts, or movies. The soundbar is designed with an 8-speaker audio system powered by 100 Watts of amplification, it utilizes the latest advanced audio processing technology. It also features bi-directional Bluetooth technology, so it can easily connect to mobile phones or other Bluetooth devices.

Thanks to its full sun and anti-glare capabilities, combined with the durability of its design, Clarus is also ideally suited for commercial use in restaurants, fitness clubs, resort locations and pools, outdoor lounges, and other applications.

About SKYWORTH

SKYWORTH USA is the North American division of SKYWORTH Group, a leading global electronics company established in 1988 and headquartered in Shenzhen. SKYWORTH's strong international reputation is based on principles of innovation, quality, and sustainability. Headquartered in Chino, CA, SKYWORTH USA's focus is on providing consumers with affordable, high-quality indoor and outdoor TVs and other home electronics.

[Hi-Res Images](#)

Google TV is the name of this device's software experience and a trademark of Google LLC.

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