

Sceptre Reinforces Lineup of Big Screen HDTVs with 48-inch and 55-inch Displays

MHL & Roku Ready HDTVs feature vivid graphics and SRS TruSurround HD enhanced audio technology for a complete viewing experience



City of Industry, Calif. - September 23, 2014 – [Sceptre](#) unveils their latest duo of big screen HDTVs, a 48-inch and a 55-inch unit equipped with MHL and SRS TruSurround HD technology. Sceptre's newest LED HDTVs feature a balanced combination of technology, long term energy savings and affordability.

Sceptre's newest HDTVs come equipped with MHL, a technology that allows consumers to display their smartphone's content to a larger screen while charging the device. MHL technology also transforms the smartphone into a live streaming device for music, movies, and photos. Both 48-inch and 55-inch units are also ROKU ready and come with SRS TruSurround HD, a technology that delivers enveloping, immersive surround sound that makes every seat in the room an audio sweet spot.

With an emphasis on long term savings, Sceptre's latest units have an LED backlight life rated at over 50,000 hours or over 17 years of usage at 8 hours a day, and are Energy Star V6.1 compliant, . In fact, according to the Energy Guide provided by the FTC, the newest 55-inch model has an estimated yearly energy cost of only \$18.30, and \$15.70 for the 48-inch model.



“Statistics show that the average screen size has increase consistently and that consumers are adopting bigger units due to their affordability and enhanced performance,” says Cathy Chou, vice president of operations, Sceptre. “Sceptre has always been mindful of consumer needs, delivering quality cost efficient products.”

Sceptre’s newest LED HDTVs feature 3 HDMI, a USB port that lets users view pictures and listen to audio directly from a flash drive, and a superb LED panel with crystal clear 1920x1080 widescreen 1080p resolution.

Both the 55-inch LED HDTV and the 48-inch LED HDTV are currently available at Amazon, Best Buy, Costco, Sam’s Club, Target, Sears’ Marketplace and Walmart. For more information about this or the entire line of Sceptre products, please visit www.sceptre.com

PRODUCT SPECIFICATIONS

Model	E555BV-FMQR	E485BV-FMQR
Screen Size	55" (54.6" corner to corner)	48" (47.6" corner to corner)
Aspect Ratio	16:9 Widescreen	
Brightness	280cd/m2	250 cd/m2
Resolution	1920 x 1080	
Response Time	8 ms (G-to-G)	
Built-in Tuner	ATSC / NTSC	
Signal Compatibility	1080p, 1080i, 720p, 480p, 480i	
HDMI Input Support	1080/24p, 1080/60p,1080i, 720P, 480p,480i	
LED Backlight Life	50,000 + Hours	
Ports	3 HDMI	

	1 USB (2.0)	
	1 VGA	
	1 AV Composite	
	1 YPbPr Component	
Additional Characteristics	Energy Star (V6.1)	
	SRS TruSurround HD	
	Neck & Base Detachable	
	Wall Mountable (400mm x 400mm VESA Standard)	Wall Mountable (200mm x 200mm VESA Standard)
Weight	50 lbs.	30.57 lbs.

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About Sceptre

Headquartered in City of Industry, California, the hub of the computer industry, Sceptre is an internationally certified manufacturer of world class LCD and LED flat panel monitors. Established in 1984, Sceptre is fully committed to maintaining its status as a leader in the industry by providing the latest advanced technology in LCD and LED displays at affordable prices with tailored service programs. For more information, please visit www.sceptre.com.