

Sceptre Unveils 55-inch 4K UHD TV Packed with Cutting-Edge Technology

55-inch Ultra HD TV takes home entertainment to new levels with pristine image quality and surround sound



City of Industry, Calif. – February 3, 2015 – [Sceptre](#) unveils the U550CV-UMR+, a 55-inch 4K UHD TV packed with cutting-edge technologies for amazing image quality and theater-like surround sound. Part of Sceptre’s line of 4K UHD TVs, the U550CV-UMR+ delivers an outstanding visual experience through a screen that is 4 times sharper and clearer than traditional Full HD units, sharp and clear enough to spot the edges of a snowflake or see a single leaf move in the forest.

Sceptre’s newest 4K UHD TV provides the best in high-end home entertainment with a flawless Ultra High Definition (UHD) 3840x2160 resolution panel, SRS TruSurround HD for immersive audio, a selection of HDMI ports for maximum connectivity, and MHL technology, which allows consumers to display their MHL enabled smartphone’s content to a larger screen while charging the device. The U550CV-UMR+ also features UHD Upscaling, a technology that enhances non 4K content to increase image quality.

“4K TVs are becoming more mainstream, but the exorbitant prices still make them unattainable,” says Cathy Chou, vice president of operations, Sceptre. “The industry is obsessed with having the biggest and newest, but we believe that consumers still prefer substance over style, and our newest TV is the perfect balance of quality, performance, technology, and affordability.”

Sceptre’s 55-inch 4K UHD TV showcases a new look highlighted by a ultra-thin brush pattern frame and minimalistic bezel designed to maximize viewing space and eliminate clutter. The U550CV-UMR+UHD TV comes equipped with 4 HDMI ports, including the latest HDMI 2.0; HDCP 2.2, an ultra-fast refresh rate of 120 Hz, and the next generation 4K copy protection. It also comes with 2 USB ports that serves as a power source for easy device charging.

Sceptre's U550CV-UMR+UHD TV is now 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	U550CV-UMR+
Screen Size	55" (Viewable 54.6" Diagonal)
Aspect Ratio	16:9
Brightness	210 cd/m2
Resolution	Ultra HD – 3840 x 2160
Response Time	6 ms (G-to-G)
Refresh Rate	120Hz
Signal Compatibility	1080p, 1080i, 720p, 480p, 480i
HDMI Input Support	4K, 1080/24p, 1080/60p, 1080i, 720P, 480p, 480i
LED Backlight Life	50,000 + Hours
Ports	1 x HDMI 1: HDMI 2.0, HDCP 2.2 1 x HDMI 2: HDMI1.4 with MHL 1 x HDMI 3: HDMI1.4 with ARC 1 x HDMI 4: HDMI 1.4
	2 x USB (2.0)
	1 x VGA
Additional Characteristics	UHD Upscaling Technology
	SRS TruSurround HD
	V-Chip Parental Control
	Neck & Base Detachable
	Wall Mountable (400 mm x 400 mm VESA Standard)
Weight	43.1 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.