

SINGER'S PRIMAX TV

A dust-free upgrade for your Netflix binges

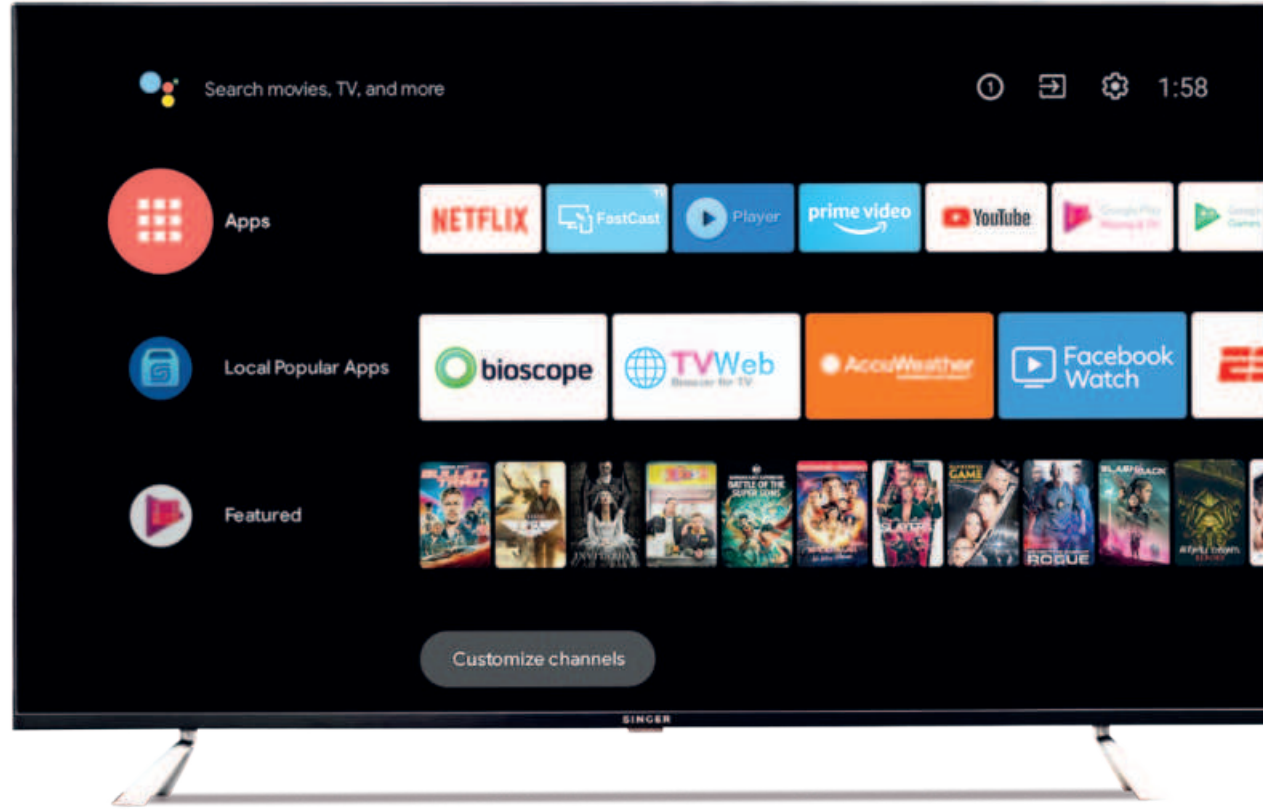
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For those who have been eyeing their old television sets with a discerning gaze, contemplating an upgrade, Singer Bangladesh has unveiled their Primax 4K LED TV series. Available in 43 inches, 50 inches, and 55 inches, Primax 4K LED televisions are packed with ingenious features and design elements.

Starting with the exterior, the TV's frameless casing has been crafted to minimise the ingress of pesky dust, a common nuisance in Dhaka, where the average air quality index score has hovered around 219 for the past six years. Singer has gone the extra mile by incorporating dust filters in the cooling vents, ensuring those minuscule particles don't find their way inside.

Inside, the delicate electrical components have been coated with what Singer aptly calls 'Condensation Conformal Coating', serving as a shield against the perils of humidity.



This innovation takes into account the city's average annual relative humidity of 65.8%, safeguarding the TV's circuit boards from unrelenting moisture. The TVs also come with high voltage protection, keeping power fluctuations in consideration. An external isolator shields the TV from the wrath of seasonal thunderstorms, ensuring that the shiny new TV will not be damaged during a rather stormy day.

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Compensation) technology. Also known as motion smoothing or video interpolation, this technology is designed to reduce the shaky blur experienced during fast-paced footage. The technology works by inserting frames between two frames of footage to increase the total number of frames in the same scene. To put it simply, deftly inserting frames between the existing frames, the technology elevates clarity and smoothness, making it the perfect companion for gaming, action-packed sequences, or

thrilling sports events.

Powering the panel is the official Android 11 operating system with Chromecast built-in. To ensure that there's enough room for apps and to prevent the system from crashing due to its own workload—a problem that used to be common in many 'smart' TVs less than half a decade ago—the system is equipped with 2GB of RAM and 16GB of internal storage.

While a certified Netflix app comes pre-installed, it is worth noting that recent business decisions by the

streaming service may have affected its appeal. Nonetheless, dual-band Wi-Fi guarantees an uninterrupted connection to routers, and Bluetooth 5.0 effortlessly links all available devices, reducing strain on the Wi-Fi.

For an immersive audio experience, the TVs feature a set of 15x2 W (30-watt) speakers adorned with Dolby Vision Atmos and 'Pure Sound Technology'. Dolby Atmos, the pinnacle of modern surround sound, creates a captivating 3D audio experience by incorporating height channels, while Dolby Vision, the pioneering HDR display technology since 2014, stands out with its visual brilliance. 'Pure Sound Technology' aims to deliver pristine audio, rich in detail and precision.

In an interview with The Daily Star, Chandana Samarasinghe, Marketing Director of Singer Bangladesh, shares his vision for the Primax Series TV, stating, "Emergence of new technologies is shaping the behaviours of consumers all over the world. Consumers are looking for an immersive viewing experience when considering the purchase of a new TV. Keeping the consumers' needs in mind, we have introduced the Primax series which is loaded with premium technologies for maximum entertainment value."

Each TV comes with a three-year full warranty, a six-month replacement guarantee, and free installation. Prospective buyers can also take advantage of Singer's EMI system, which allows a 15% down payment with the remaining amount comfortably spread over 12 interest-free months.

0% | 12 Months Interest
Free Installation

SINGER

Introducing

Primax series

Prime Technology
Max Entertainment

4K MEMC

Dolby Vision Atmos

Dual-band WIFI

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