

# Kogan Starts LED TV Price War

## LED TVs at LCD prices

MELBOURNE, Australia, 11th August 2010-- Kogan today unveiled a new range of big screen LED TVs that smash the big name brands on price and features, with the ability to pause, rewind and record live TV. The edge-lit Kogan ELITE LED range now includes 32", 42", and 46" TVs with 1080p panels. All of the new TVs have stylish, thin designs, USB input for photo and video playback, and a built-in PVR for recording TV to a USB device. Ruslan Kogan said this marked the start of the price war on LED TVs. "Big name brands are using 3DTV as an excuse to charge far too much for LED TVs. The technology inside a 3DTV is virtually identical to that of any 100Hz LED or LCD TV." "The big name brands are holding this technology hostage at the moment, but that doesn't stop us from smashing everyone on price with LED TVs." "None of the brands like Sony, Samsung, or LG come anywhere near our price for the new LED TVs. Customers can find this information extremely easily with a quick Google search, or by using any of the well known price comparison sites, Ruslan Kogan said. The cheapest 46 LED TV on HarveyNorman.com.au today is \$2999,\* nearly double the price of the Kogan 46 released today." "The Kogan brand has been growing in the Australian market with sales nearly doubling each year. Our increased buying power has allowed us to drive down the price of LED TVs." "We're also introducing features that big name brands aren't doing because it cannibalises sales of their other products. Every TV in the Kogan ELITE LED range we're launching today has an easy to use built in PVR that uses a USB flash drive or hard disk." "We've also placed a huge emphasis on the design of the Kogan ELITE LED range. These units look fantastic and are extremely thin, so they'll look great in any home theatre setup." "Kogan is here to throw down the gauntlet to the big name brands and keep them honest," Ruslan Kogan said. The TVs launched today all include free delivery during the presale period. \*Price taken at 9am 11/08/2010 at Harvey Norman's website. The entire Kogan ELITE LED range can be viewed here: Kogan 32" ELITE LED TV 100Hz - \$799 with free delivery; Kogan 42" ELITE LED TV 50Hz - \$1099 with free delivery; Kogan 42" ELITE LED TV 100Hz - \$1199 with free delivery; Kogan 46" ELITE LED TV 100Hz - \$1599 with free delivery. For review product or media enquiries contact: Vuki Vujasinovic 0422 492 660 vuki@kogan.com.au. About Kogan Technologies: Kogan Technologies is a wholly Australian owned and operated manufacturer and retailer of consumer electronics. Specialising in LCD and LED TVs, Blu-ray players, digital photo frames, PVRs, and digital video cameras, Kogan brings the best technology direct to consumers at unbeatable prices. By cutting out the middle men and selling direct through [www.kogan.com.au](http://www.kogan.com.au), Kogan smash the competition on price. We regularly talk to our customers through our blog and Twitter, and release products based on these conversations. BRW 2010 Fast Starters list; BRW 2009 Fast Starters list; BRW 2009 Young Rich List; T3 magazine most influential people in technology; The Age Top 100 most influential people in Melbourne; Ernst & Young Entrepreneur of the Year, Young Category, Southern Region.