



FFALCON partners with Stan and Amazon Alexa for their 2020 range of 4K SMART TV's.

Now with Voice control and improved user experience.

10 November, 2020 Melbourne - FFALCON, manufacturer of Australia's best value for money SMART TV is launching their new 2020 UF2 series of 4K ULTRA HD TVs - available in 50", 55" and 65" models.

"Since our launch in July 2019, FFalcon experienced rapid success in Australia. The original promise to our customers was to deliver the perfect mix of pure entertainment experience and value for money." Says Rafael Mayen, National Marketing Manager of FFalcon.

"With the FFALCON 2020 UF2 Series of 4K UHD televisions, we have taken that promise to another level. With enhanced user experience and SMART capabilities, we trust FFalcon will become even more of an Australian favourite."

The FFalcon UF2 Series now works with Alexa, Amazon's virtual assistant. Now you can seamlessly access content, get answers & even control your TV with voice control through an Amazon Alexa smart home environment or a standalone Amazon Alexa enabled device (sold separately).

A dedicated Stan button has also been included on the improved 2020 remote control unit. Now consumers are only one click away from enjoying thousands of hours of premium entertainment from Hollywood and around the world, as well as Australia's best Original productions.

Stan CEO Mike Sneesby says: "Stan is pleased to partner with FFALCON to deliver a seamless home entertainment experience to Aussie households."

Improved features and user experience of the UF2 Series of TV.

FFALCON's redesigned Entertainment Hub allows easy access to the most in-demand content from a single place. All your favourite streaming services are there, including Netflix, Stan, YouTube and Freeview Plus.

4K Ultra HD means the new FFALCON 2020 UF2 series offers razor sharp picture clarity and more vibrant natural colours than ever before. HDR 10 technology allows customers to enjoy rich, realistic pictures with exceptional detail.

With Dolby Audio's advanced audio formatting and signal processing, watching your favourite show, live sport or Hollywood blockbuster will feel like you're actually there. For those who want even more sound, FFALCON also manufactures a 2.1 channel soundbar which includes a wireless sub-woofer. With 160 watts peak power, the sound bar produces rumbling bass and crisp highs to give you a cinema quality experience in your home.

USB PVR also enables a "Record now, watch later" functionality. Record live free-to-air TV to an external portable USB storage drive with the built-in USB port.

The FFalcon 2020 UF2 series of TV is available now exclusively through JB HI-FI and The Good Guys. With such an array of resolutions and screen

sizes starting at \$169, FFalcon has a TV to suit any budget or lifestyle requirement.

Resources

Website: Visit the falcon website

Product video: Youtube link

Product Images: FFALCON 2020 UF2 series - (Download from dropbox)

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