

“Undoubtedly, Toshiba’s M550 smart TV was an absolute game-changer when it launched last year as part of the high-tech 4K series that took the market by storm, and it still is.

An array of premium features distinguishes the M550 model as a versatile, impressively adaptive TV for a diverse, yet incredibly rich viewing experience.

“Game-changer” is more than a metaphor because this TV features its very own Auto Low Latency Game Mode. This sets the right ultra-realistic display resolution for your Call of Duty or Forza Horizon 5—any video game at all—with no lags or interruptions.

Not a gamer?

The Toshiba M550 is also made for you.

Harnessing the most advanced power-saving technology you can find on any smart TV on the market, the Toshiba M550 is a step ahead with its adaptive dimming feature. This functions as a light detector that brightens the screen automatically in well-lit rooms and dims it in darker rooms to cut down on power consumption. This also functions as an eye-care feature, which means value for your health.

Another accessory to the Toshiba M550 TV’s exquisiteness is the infusion of the VIDAA platform feature, designed to make interactions with your TV more lean-back and hands-free. Control your TV content with voice commands and universal search. Whether it’s to launch YouTube, surf Netflix for your next watch, or search for content across multiple supported apps on your smart TV, all you have to do is say the words.”