



# METZ

Press release

## Metz Introduces New Flagship PRIMUS in 77 Inches An OLED TV Truly Worthy of the Name

**Zirndorf, 3 September 2024**

**From September 6 to 10, Messe Berlin will once again open its doors for the IFA, which this year celebrates an extraordinary milestone: 100 years of IFA! As one of the most traditional German companies in consumer electronics, Metz is proud to be part of this success story and is unveiling its latest flagship model, the Metz Classic PRIMUS, marking the debut of the first Metz Classic OLED TV in the impressive 77-inch size.**

To commemorate the 100th anniversary of IFA, Metz has significantly expanded its booth (201 in Hall 23b) compared to last year. The German company from Zirndorf, Franconia, with 85 years of history, now offers visitors even more space to explore the fascinating world of Metz, known for its highest quality and durable cutting-edge technology Made in Germany. Additionally, the company is showcasing special highlights in Berlin.

### **New Metz Device Platform - More Features, More Possibilities!**

At its booth, Metz is presenting the next generation of its exclusive Metz device platform. This platform continues to impress with Metz's proprietary operating system and offers numerous improved features such as HDMI 2.1, HbbTV 2.0.3, Dolby AC-4 support, CI+ 1.4.4 with ECP, and much more. Furthermore, the company is introducing the first series models equipped with the new platform at IFA.

### **Metz Classic Primus - in groundbreaking 77 Inches!**

To offer a glimpse into the future of Metz premium TVs Made in Germany, the legendary Metz PRIMUS is making a comeback at this year's IFA—albeit in a completely new form. In honor of the 100th IFA anniversary, Metz is unveiling the Primus, its latest flagship model, and the first-ever Metz Classic TV in the impressive 77-inch size.



### **The Next Generation with a 120 W Audio System in Craftsmanship Quality**

With a minimalist and aesthetic design featuring high-quality materials, the Metz PRIMUS boasts a top-tier UHD META-OLED display of the latest generation with a 77-inch / 195 cm screen diagonal, supporting all modern HDR standards for brilliant color reproduction and impressive contrasts in movies, series, or sports. In addition to the complete Metz premium equipment for limitless TV enjoyment, the PRIMUS also features a new exceptional audiophile sound system with 120 W music power, offering sensational audio quality through its front-facing speaker system crafted with craftsmanship quality.

### **All of Metz's Expertise in One Device**

The complete Metz premium equipment for limitless TV enjoyment includes the popular Metz proprietary Tri-Star operating system and a twin multi-tuner

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with a digital recorder for full TV comfort across all reception methods. Metz has concentrated all its expertise into a single device, making the Metz PRIMUS an OLED TV Made in Germany truly worthy of its name. Like all Metz Classic TV devices, the Metz Classic PRIMUS 77 is entirely developed and manufactured in Germany, standing for the highest quality and sustainability Made in Germany. The delivery of the new Metz Classic flagship is planned for Spring 2025.

#### **Top 5 Features**

- UHD META-OLED display of the latest generation with a 77-inch / 195 cm screen diagonal
- Supports all current HDR standards for brilliant color reproduction and impressive contrasts
- Audiophile front-facing 120 W sound system in craftsmanship quality
- Twin multi-tuner with digital recorder for complete TV convenience across all reception methods
- Metz proprietary Tri-Star operating system

*Available in spring 2025.*



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