

Press information

IFA 2008: Hall 26, Both Nr. 116

STRONG PRIMA III – New Digital Terrestrial FTA-Receiver Price entrance with broad equipment

Vienna, August 2008

STRONG presents the next generation of the successful, fast and easy-to-use PRIMA II DVB-T receiver at IFA 2008. The digital Free-to-Air Terrestrial Receiver PRIMA III is equipped with many comprehensive features and a powerful chip for fast channel zapping.

PRIMA III is the simplest way of enjoying digital terrestrial TV: excellent digital audio and video quality, two Scart connectors for TV and DVD recorder, power switch on the front panel, Electronic TV Programme Guide (EPG) with 7-days on-screen programme information, automatic and manual channel search and comfortable edit functions.

The new STRONG PRIMA III is available from November 2008.

STRONG PRIMA III: key features at a glance

- Digital terrestrial Free-To-Air Receiver
- Two SCART Connectors
- Power switch on the front
- Quick and Easy Installation
- Digital Audio
- EPG, automatic and manual channel search, Favourite lists
- Channel edit, moving and deletion of channels
- Supports Subtitle and Teletext
- Market launch: November 2008

Performance class

Digital terrestrial Free-To-Air Receiver for the price entry-level with fast chip technology and extensive feature set

New since previous model PRIMA II

- New, slim and stylish design

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