



For further information please contact:

Terry Reed
 Director
 Linsar
 01202 723330
www.linsar.com



Partnering Smart

Linsar's partnership with Roku offers retailers an unbeatable TV and content package that will boost large screen sales says Terry Reed.



Roku's streaming stick brings better-than-smart TV functionality to Linsar TVs.

Retailers often ask why we decided to team up with Roku rather than just go down the Smart TV route. Linsar have partnered up with Roku to offer an unbeatable TV package with our extensive range of Smart and non-Smart TVs up to 55" and soon to arrive 4k sets. In short, our TVs offer the ideal platforms for the Award Winning Roku Streaming Stick.

Roku sticks are renowned for their simplicity, variety of entertainment choices and exceptional value. In short, they provide the perfect partner for Linsar and the best and simplest option for the consumer.

Roku is a privately held company located in Saratoga, California. It was founded in 2002 by Anthony Wood, the inventor of the digital video recorder (DVR). It remains the market leader in streaming entertainment devices for the TV, with many millions of units sold worldwide. Roku has always believed that anything you want to watch, listen to and enjoy should simply be there on your TV whenever you want it. Roku streaming players make that possible.

The Linsar and Roku partnership began in late 2014. Linsar is part of the Roku partnership program because we believe that this is the future of Smart TV. TVs from just a few years ago that carried Smart as a key selling feature are struggling to keep up with the fast pace of change to this technology and that means

that older Smart features on some of the early models from some very well-known brands no longer work. This is a problem for the manufacturer and a huge source of frustration and disappointment for the consumer.

The Roku streaming stick is an easy way to access 1200+ channels. It simply plugs directly into one of the HDMI sockets on the TV and gets its power source from the USB input, which is now standard on the majority of flat panel TVs. Alternatively, it can plug into the supplied USB mains plug. It is extremely easy to set up and use and there are a vast number of services that can be accessed for free. For example popular catch up TV services such as BBC iplayer, ITV player, 4OD, Demand 5, BBC sport and BBC News. It also provides a simple platform for subscription services that offer a variety of entertainment such as NOW TV, Netflix and Spotify to name just three.

In addition, the free IOS/Android Roku app lets you beam photos, songs and videos from your phone or tablet directly to your TV. Start a TV program, replay a favourite movie moment, or browse through the channel store – all from the palm of your hand.

At Linsar we are continually looking at ways to enhance our TV offering. We really do listen to our retail

partners and consumers and we're reacting quickly to what's key to large screen sales. We know being able to access all the catch up services is particularly important. Roku enables the consumer to access all these services and more.

In fact we feel this is such a huge benefit that we're putting our money where our mouth is. During the month of August Linsar will be providing a free streaming Roku stick – worth £49.99 – with every large screen Linsar TV from 40" for all our Dealers. These enhanced "Super Smart" TVs should make selling large screen TVs even easier.

To find out more about the Linsar / Roku promotion please contact Big Red Sales on 01344 893932 or Linsar on 01202 723330.

