



TIEDOTE

17.4.2012

IKEA launches integrated TV, sound and furniture solution

IKEA introduces UPPLEVA, a completely new range of living room solutions that integrates smart TV and sound system with furniture. The new range will be available in June 2012 in selected stores in Sweden, Poland, France, Germany and Italy.

The new integrated UPPLEVA TV, sound and furniture is a complete home furnishing solution, solving the challenge of living room clutter of cords and remote controls. It offers a designed match between TV and furniture. UPPLEVA has Internet access, a sound system and solutions for cable management. Only one remote control is needed to access all functions of the TV and sound solution.

- I am thrilled that IKEA now brings home furnishing ideas to TV and sound equipment at really competitive prices, so that the many people can enjoy a beautiful and functional solution. UPPLEVA is an innovative step into a new market for IKEA, says André Schmidtgal, Country Manager for IKEA Finland.

- The idea behind UPPLEVA came from our visits to people's homes around the globe to understand their home furnishing needs and dreams. We realized that many people look for an attractive solution that takes care of the different media devices in a way that match their furniture, says Francis Cayouette, designer of UPPLEVA.

IKEA strives to create a better everyday life for the many people. A recent study* shows that 3 out of 4 people would like less visible cables in their living room, and 50% would like to see less of their technical gadgets. 60% of all homes have three remote controls or more.

ABOUT UPPLEVA

UPPLEVA includes a smart LED TV, a 2.1 sound system with wireless subwoofer and Internet access (in all but the 24" TV) as well as built-in CD/DVD/Blu-ray player integrated in the furniture, and all the brackets and cables needed and only one remote control. UPPLEVA TV and sound system comes with a free five-year guarantee.

For UPPLEVA TV and sound, IKEA teamed up with a global home electronics company named TCL, one of the largest manufacturers of TV and Blu-Ray/DVD players in the world.

During the autumn, UPPLEVA will be available in all stores in France, Italy, Sweden, Poland, Denmark, Spain, Norway and Portugal. Sales start in remaining markets will be in the spring of 2013.

* The online survey by market research institute YouGov comprised 5271 online interviews among a representative sample of the populations in Sweden, Poland, Italy, France and Germany as regards sex, age and region (men and women aged 18-69 years). The survey was carried out 29th February to 5th March 2012.

IKEA

IKEA offers well-designed, beautiful and functional home furnishings at affordable prices. Founded in Sweden in 1943, the IKEA Group today has 287 stores in 26 countries. Care for people and the environment is integrated in every step of the business. IKEA continuously supports initiatives that benefit causes such as children or the environment. For more information, please visit www.IKEA.com.