

**Presseinformation**  
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**Traditional TV manufacturer continues its internationalisation course**

## **METZ black conquers China**

**Metz, a traditional German TV manufacturer, is gaining a foothold in the Chinese market with its own brand. METZ black now offers high-quality consumer electronics products in China, which harmonize the spirit of German engineering with the desire for high-quality consumer goods of the Chinese population.**

China is considered one of the most exciting growth markets for European manufacturers, and an increasingly young and well-educated, economically well-off and technically interested middle class is establishing itself there as a target group with high purchasing power for high-quality consumer electronics products. TV manufacturer Metz, together with its parent company SKYWORTH, has also recognized the need for high-quality TV products in the Chinese premium market. Under the leadership of SKYWORTH, METZ black, a product line under the umbrella of the Metz brand is being introduced in China, which combines the spirit of technical innovation and positive quality of life in its products. Metz is thus continuing its forward-looking internationalization course, which has already been realised with METZ blue in large parts of Europe as well as India, Hong Kong, and South Korea.

The first product to be presented to the Chinese market under METZ black, the OLED flagship SCULPTURE 1, combines avant-garde technologies with an appealing aesthetic. Impressive OLED picture quality with HDR and Dolby Vision meets sophisticated sound quality with room-filling Dolby Atmos sound. The SCULPTURE 1 embodies the successful cooperation between the German development team and the SKYWORTH headquarters in Shenzhen and marks a central milestone in the consistent internationalization strategy.

Together with the Chinese artist Xiao Hui Wang, who lives in China and Germany, the brand will be launched in China on August 20th in Shanghai with high-ranking SKYWORTH company representatives, above all Zhiguo Wang (Chief Executive and President of SKYWORTH TV) and Xiaoliang Tang (Chief Brand Officer of SKYWORTH TV). Under the title "Insight into the Marvels", Xiao Hui Wang will exhibit her nano-photographic artworks, which show a world of appearance that is invisible to the naked eye. Just like the artistic-looking TV products of METZ black, this photographic art combines the beauty of technical structures with abstract aesthetics.

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