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Future Toshiba HDTVs to upconvert YouTube videos
Toshiba

Toshiba Connected HDTVs to Upscale YouTube Videos

A brand new and innovative technology is in the works

If you've followed closely our news related to the International Consumer Electronics Show 2009, you've surely noticed the abundance of Internet-connected HDTVs that were announced on that occasion, pretty much every major manufacturer out there coming up with its own product of this type. Toshiba did the same thing, but it appears that the Japanese company has even more surprises in store for users.

Hence, besides being able to play the videos from such video-sharing services as YouTube, it appears that the company's future HDTVs will also be able to upscale them, allowing users to enjoy them at a seriously increased level of quality.

The statement comes from none other than Andy Bass, General Manager for Toshiba Computer Systems UK, who declared to a group of journalists (including the guys over at PocketLint, who're reporting this story) that "I saw new technology [from Toshiba] that will improve YouTube videos for playback on a TV when I was in Japan."

This will indeed be an interesting move for the Japanese company, especially since it has already pointed out the fact that upscaling is the way to go, instead of HD, at least as far as Internet videos are concerned.

As you probably know, Toshiba was the big loser in the next-gen DVD format war, losing the battle (and quite a few hundred million dollars, in the process) against Sony and its Blu-ray. Since then, it has been trying to come up with a technology that would rival high-definition BD discs, and for the time being, upscaling seems to be its best bet.

Unfortunately, absolutely no info has been provided regarding the exact moment when these enhanced Toshiba HDTVs arrive on the market. Hopefully, it will be quite soon, because that would do a lot both for consumers, who're already looking forward to connecting their HDTVs to the Internet, and for the manufacturer.

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