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ASSINGMENT 1 CASE STUDY OF TOSHIBA COMPANY – ENT 600

TOSHIBA

CASE STUDY

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EXECUTIVE SUMMARY

This assignment is about identifying smart television (TV) from Toshiba company. The major issue that I found was relating to the internet connection that is slow according to the user preview. The solution that I have proposed was to add the WLAN port to the smart TV as it can help improve the connection of the internet by using the LAN cable. In conclusion, this smart TV with the proposed solution would result in a better user satisfaction level and also for the better connection of the internet to be use by the user. Other than that, in the case it was to be successful, it would help in the increase of profits as the smart TV come with WLAN port is rarely implement by the TV brand.

2.3 PRODUCT AND SERVICES

Toshiba has had a range of products and services, including air conditioners, consumer electronics (including televisions and DVD and Blu-ray players), control systems (including air-traffic control systems, railway systems, security systems and traffic control systems), electronic point of sale equipment, elevators and escalators, home appliances (including refrigerators and washing machines), IT services, lighting, materials and electronic components, medical equipment (including CT and MRI scanners, ultrasound equipment and X-ray equipment), office equipment, business telecommunication equipment personal computers, semiconductors, power systems (including electricity turbines, fuel cells and nuclear reactors) power transmission and distribution systems, and TFT displays.

1. HD DVD

Toshiba was instrumental in the creation and widespread adoption of the DVD format. Following a defeat in a format "battle" versus Blu-ray, Toshiba announced on February 19, 2008 that it will be retiring its HD DVD storage technology, which is the successor to DVD. After Sony, Panasonic, Philips, and Pioneer Corporation developed the Blu-ray format, the HD DVD format failed. Toshiba's president, Atsutoshi Nishida, admitted that HD DVD had been discontinued. "We concluded that a swift decision would be best [and] if we had continued, that would have created problems for consumers, and we simply had no chance to win".

Toshiba kept supplying equipment to merchants until the end of March 2008, as well as providing technical support to the estimated one million consumers who had HD DVD players and recorders around the world. Toshiba launched a new line of Blu-ray players and discs for PCs and laptops, as well as joining the Blu-ray Developers Association (BDA), an industry group that governs the format's development.

2. REGZA

Toshiba owns and manufactures REGZA (Real Expression Guaranteed by Amazing Architecture), a unified television brand. In 2010, the REGZA brand was phased out of the North American market, and as of March 2015, all new Toshiba TVs are designed and manufactured by Compal Electronics, a Taiwanese firm that Toshiba has licenced its name to. Fujitsu Toshiba Mobile Communications created Android-based devices that employ REGZA as well.