

NEW YORK, Dec. 26, 2013 /PRNewswire/ -- *Five, four, three, two, one! Happy New Year!* Toshiba America Inc. is the exclusive sponsor for the Official Countdown of the Times Square 2014 New Year's Eve Celebration, it was announced today.

And with excitement mounting as the world's most famous countdown approaches, Toshiba America will be at the forefront of New Year's Eve events at the Crossroads of the World, Times Square.

This year, the iconic 60- second countdown to midnight will be enhanced by audio and pyrotechnic effects on the TOSHIBA VISION screen, located directly below the world famous Times Square New Year's Eve Ball.

In addition, from 6 p.m. to 12:15 a.m. eastern time, all eyes will be on the TOSHIBA VISION screen atop One Times Square and six mobile LED screens throughout Times Square. The screens will feature New Year's Eve content and entertainment for the more than one million-plus expected revelers including hourly practice countdowns, live and prerecorded video clips of musical performances, revelers, celebrities, and other New Year's Eve excitement.

"New Year's Eve brings the millions actually in Times Square and those celebrating all over the world together for a magic night of celebration and fellowship," said Eddie Temistokle, Senior Manager, Corporate Communications & CSR, Toshiba America, Inc. "Toshiba America is proud to be a key part of the festivities."

## **About Toshiba**

Toshiba is a world-leading diversified manufacturer, solutions provider and marketer of advanced electronic and electrical products and systems. Toshiba Group brings innovation and imagination to a wide range of businesses: digital products, including LCD TVs, notebook PCs, retail solutions and MFPs; electronic devices, including semiconductors, storage products and materials; industrial and social infrastructure systems, including power generation systems, smart community solutions, medical systems and escalators & elevators; and home appliances. Toshiba was founded in 1875, and today operates a global network of more than 590 consolidated companies, with 206,000 employees worldwide and annual sales surpassing 5.8 trillion yen

(  
US\$61 billion

). Visit Toshiba's web site at  
[www.toshiba.co.jp/index.htm](http://www.toshiba.co.jp/index.htm)

## About Toshiba Vision

Prominently positioned below the world-famous New Year countdown ball in New York City's Times Square business and entertainment district, Toshiba's massive dual LED signboards, known collectively as "TOSHIBA VISION," serve a variety of promotional and public-service functions. In addition to illuminating the annual New Year countdown for upwards of 1 billion celebrants worldwide, the Interlocking System connects both boards in brilliant seasonal displays and animated sporting events. From atop One Times Square Building, one of the most valuable advertising locations in the world, TOSHIBA VISION ensures superb domestic and international media exposure, providing the Toshiba brand with unrivalled quantitative and qualitative promotional benefits. For more information on the TOSHIBA VISION LED signboards please visit

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