

# MAXEN®

Lifestyle Solution



**UHD SMART TV** 2023



UHD SMART TV

[www.maxen.life](http://www.maxen.life)  
→ @maxen.life

Maxen is a window to enter the colorful world of all family members

**It started working in 2019 with a simple belief. Every home should have televisions with the latest technologies but at an affordable price. In the coming years, we plan to develop together with our customers and partners and expand our range of electronic products and offer our customers products with the latest technologies but at the most affordable prices. This project initially started with the production of Maxen smart TVs and gradually in the coming years other products such as dishwashers, vacuum cleaners, washing machines, air conditioners and refrigerators will be added to the product portfolio of this company.**

**The Maxen brand, as the most important subset of Vitana Industrial Group, seeks to produce products for all those who like to have a product with a world of smart features, at an affordable price.**

**Having a committed and responsive after-sales service team and our excellent commitment to after-sales service makes us a reliable partner to be at your home.**

#### BRAND VISION

Maxen was born with the desire to become a popular, lovable and reliable brand that makes the most up-to-date technologies and the highest quality affordable for the general Iranian society and wants to continuously innovate scientific and new technologies. pursue in order to improve the overall quality of life of a family and bring happiness to millions of families. Our vision is that every home should have televisions with the latest technologies but at an affordable price

In the next 3 years, Maxen will be recognized as one of the top 5 brands of TV manufacturers in Iran. In the next 5 years, Maxen will be recognized as one of the top 5 household appliance brands in Iran.

#### BRAND MISSION

Maxen's mission is to improve the lives of consumers and add value to our business partners by producing high-quality, affordable consumer electronics for the general public. This is why we come to work. Our mission is embedded in the DNA of our organization and guides our corporate culture. Our mission is to produce goods with the following features:

**INNOVATION DESIGN** Using skillful design technology that matches the color style of all family members.

**Superior Technology:** using advanced technology in the product at an affordable price to provide a real customer-oriented experience.

**Premium Quality:** production of products with special and smart features without the need to pay high costs

**USER FRIENDLY PRODUCT & AFTER SALES:** Producing a user-friendly product that is compatible with the knowledge, skills and other talents of users and providing the most hassle-free after-sales services using a committed and responsive team.

#### BRAND VALUES

These are core beliefs embedded in the DNA of our organization and our people. They describe how we behave on a daily basis:

We are determined: we continue our work with seriousness, passion and determination, and we do not forget our brand promise. Our motivation to improve ourselves and to see the happiness of each Iranian family member and their enjoyment of being together forces us to bring our best to everything we do.

We are committed to: being responsible and responding to customers or final consumers and always accompanying them and excellent commitment to providing after-sales services

We are flexible: We are ready to tackle anything that comes our way and adapt quickly to our changing business environment. We prioritize our customers and consumers and keep our promises.

We are Iranian: We are an Iranian business that is rooted in Iranian culture, we are neighbors, friends and family who live in our society and experience alignment and equality with you, creating a sense of value and respect with business partners and consumers. we do.

**MAXEN**® is a window to enter the colorful world of all family members



# QLED



## Advantages of QLED



### Color Accuracy

QLED TVs use quantum dots to produce highly accurate colors. This means that images on the screen will look more vibrant and lifelike than on traditional LED-backlit LCD TVs.

### Brightness

QLED TVs can produce very bright images, which is particularly useful for watching HDR (High Dynamic Range) content. This means that you'll be able to see more detail in bright areas of the screen, even in a brightly lit room.

### Durability

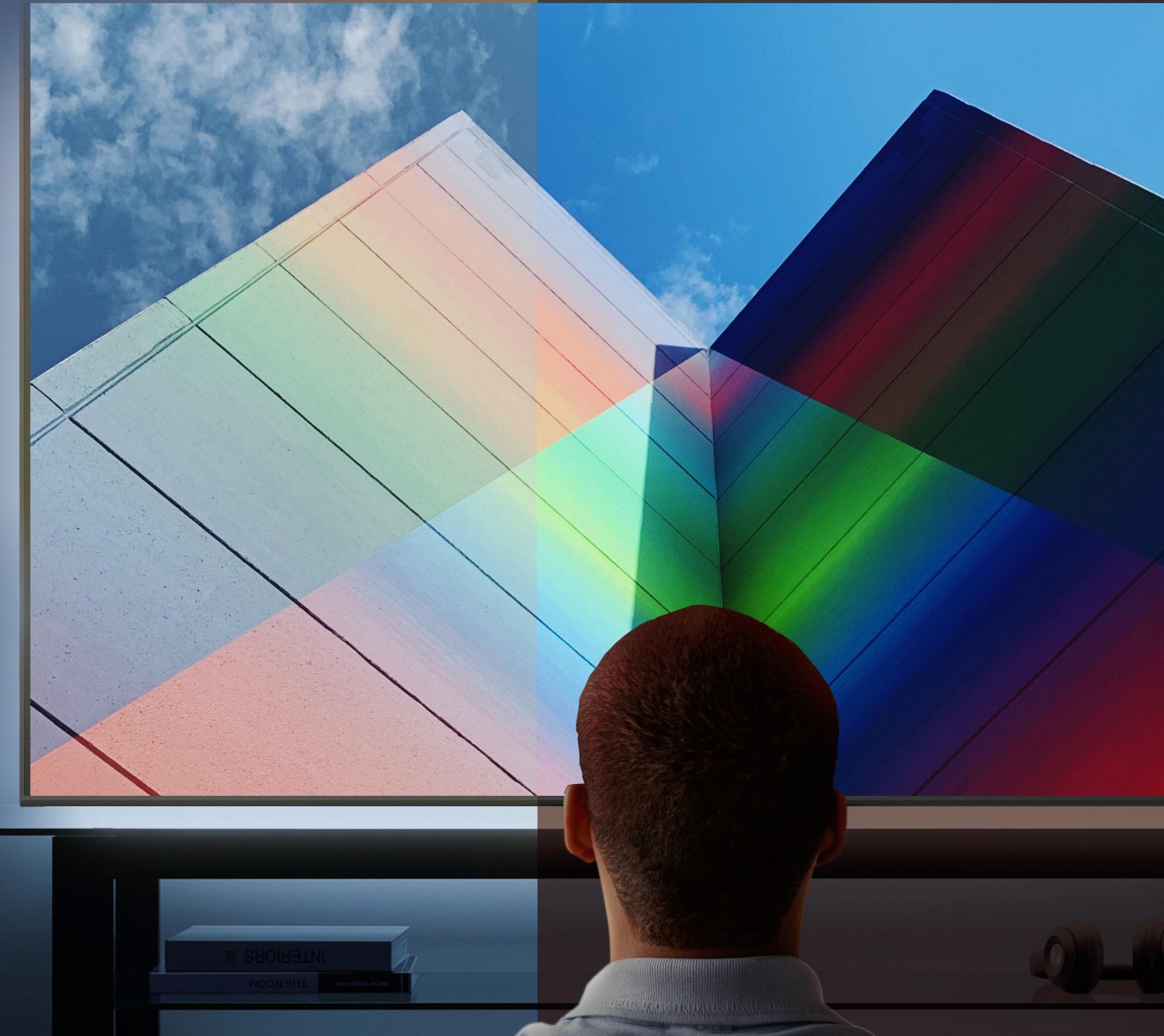
Because QLED TVs use inorganic quantum dots, they are less susceptible to burn-in than OLED TVs. Burn-in occurs when static images, such as logos or menu bars, are displayed on the screen for extended periods of time, causing them to become «burned» into the display.

### Energy Efficiency

QLED TVs are generally more energy-efficient than plasma TVs and can be more energy-efficient than some LCD TVs, especially if they employ local dimming technology. This can save you money on your electricity bill over time.

### More Affordable

QLED TVs tend to be less expensive than OLED TVs, making them a more affordable option for those who want a high-quality TV with accurate colors and high brightness levels.



LG's Open Cell is a technology used in some of its TV models that allow for greater flexibility and customization in TV design. Essentially, Open Cell refers to a type of TV panel that is «open» or unsealed, allowing TV manufacturers to customize the panel and add their own components.



Lifestyle Solution

# 4K, ALSO KNOWN AS ULTRA HD, IS A RESOLUTION STANDARD FOR TVs AND OTHER DISPLAY DEVICES.

4K resolution provides four times as many pixels as traditional 1080p resolution, resulting in a much clearer and more detailed picture. Specifically, 4K resolution provides a resolution of 3840 x 2160 pixels, compared to the 1920 x 1080 pixels provided by 1080p resolution. This means that 4K TVs can display much more detailed images, with finer details and sharper edges.

One of the main advantages of 4K TVs is that they provide a much more immersive and lifelike viewing experience. With 4K resolution, you can see more detail in each frame of video, making it feel like you're right in the middle of the action. This can be especially appealing for sports, movies, and other content with fast-paced action or stunning visual effects.

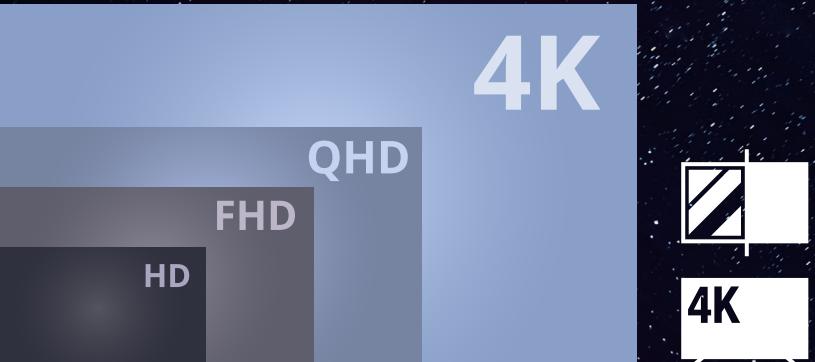


3840x2160

2560x1440

1920x1080

1280x720



MAXEN® is a window to enter the colorful world of all family members

1.07 BILLION COLORS 4K ULTRA HD

**MAXEN®**  
Lifestyle Solution

Enjoy  
watching  
the details



**CORTEX-A53**

1.07 BILLION COLORS  ULTRA HD

Maxen is a window to enter the colorful world of all family members



**MAXEN®**  
Lifestyle Solution



Ultra HD  
QLED  
HDR10  
SMART(Android11)  
DVBT/T2  
HDMI x3  
USB 2.0 x2  
USB 3.0 x1  
Remote Control x2  
ROM 16Gb  
RAM 4Gb  
Frameless  
Gray metal frame and Stand  
LG A+ Panel  
Contrast 1:1200  
CPU Cortex A55  
1.9GHz QuadCore  
Bluetooth 5.1



Direct LED



SEE EVERYTHING  
BIGGER AND MORE  
BEAUTIFUL

86 JJ

QLED

HDR10

DOLBY  
DIGITAL

Dolby  
VISION

HbbTV

More Light  
More Colors  
More Details

Android TV

Screen  
mirroring

2T2R Wi-Fi™

Bluetooth 5.1

USB 3  
X1

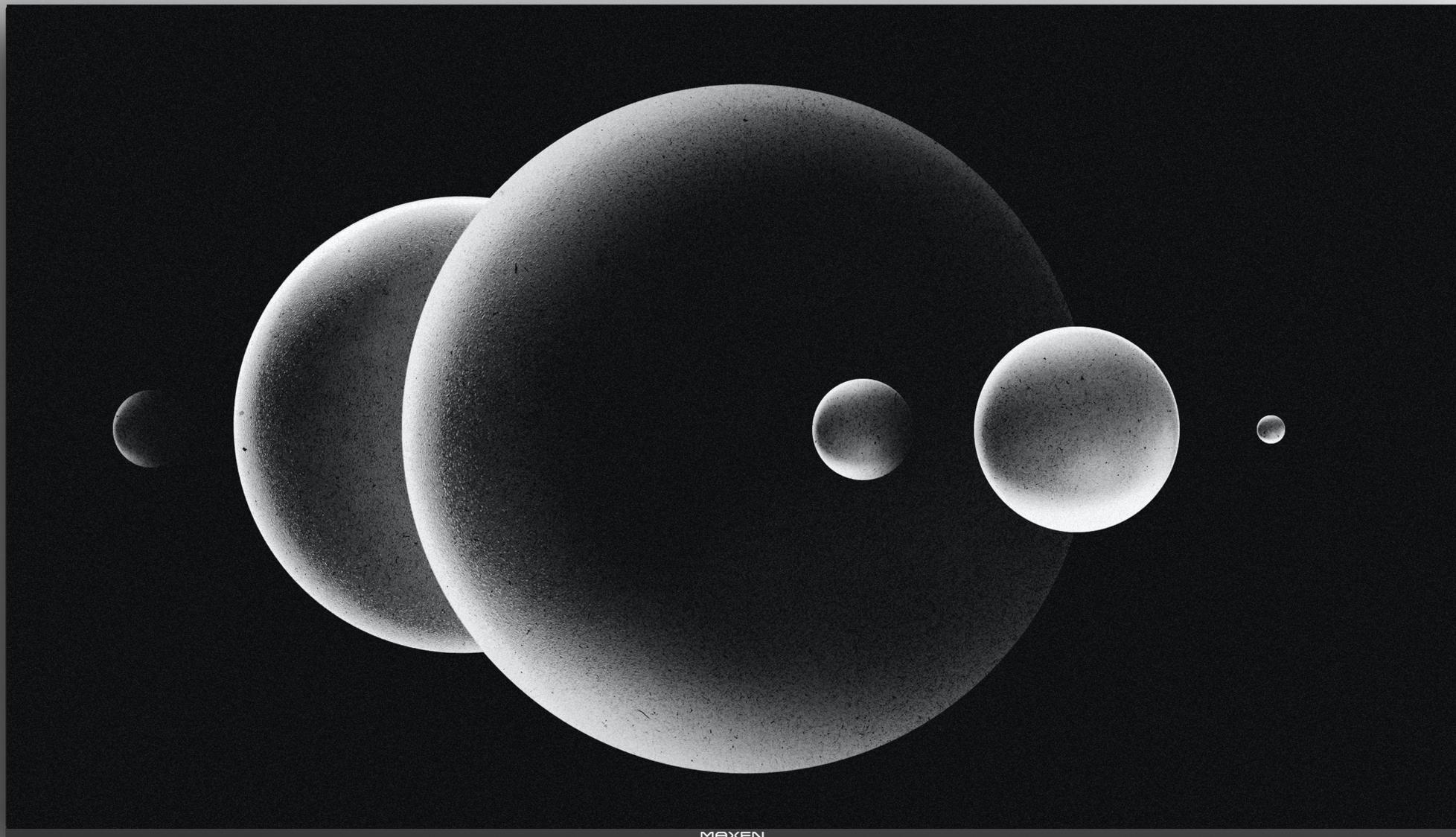
**FRAMELESS TVs,**  
ALSO KNOWN AS BORDERLESS  
OR EDGE-TO-EDGE TVs, ARE  
TELEVISIONS THAT HAVE VERY  
THIN OR NO BEZELS AROUND THE  
SCREEN, GIVING THE APPEARANCE  
OF A BORDERLESS DISPLAY.  
HERE ARE SOME ADVANTAGES OF  
FRAMELESS TVs:

1. More immersive viewing experience: Frameless TVs provide a more immersive viewing experience by minimizing distractions and putting the focus on the content. Without a thick bezel or frame around the screen, viewers can experience a more seamless and natural viewing experience.
2. Sleek and modern design: Frameless TVs have a sleek and modern design that can fit well with contemporary decor. The minimalist aesthetic of a frameless TV can also help to reduce clutter and make a room feel more spacious.
3. Larger perceived screen size: With a frameless TV, the screen can appear larger than it actually is, since there is no bezel or frame to break up the image. This can make the viewing experience feel more cinematic and immersive.
4. Improved multi-screen setups: Frameless TVs can be especially useful in multi-screen setups, such as video walls or digital signage displays. By eliminating the bezel or frame between screens, frameless TVs can create a more seamless and uniform display.
5. Better for gaming and sports: Frameless TVs can also be beneficial for gaming and watching sports, where a larger and more immersive display can enhance the experience. With a frameless TV, the action can feel more immediate and engaging, without any distractions from the bezel or frame.



**FRAMELESS TVs**

Lifestyle Solution



**MAXEN®**

DISCOVER THE  
WORLD FROM HOME

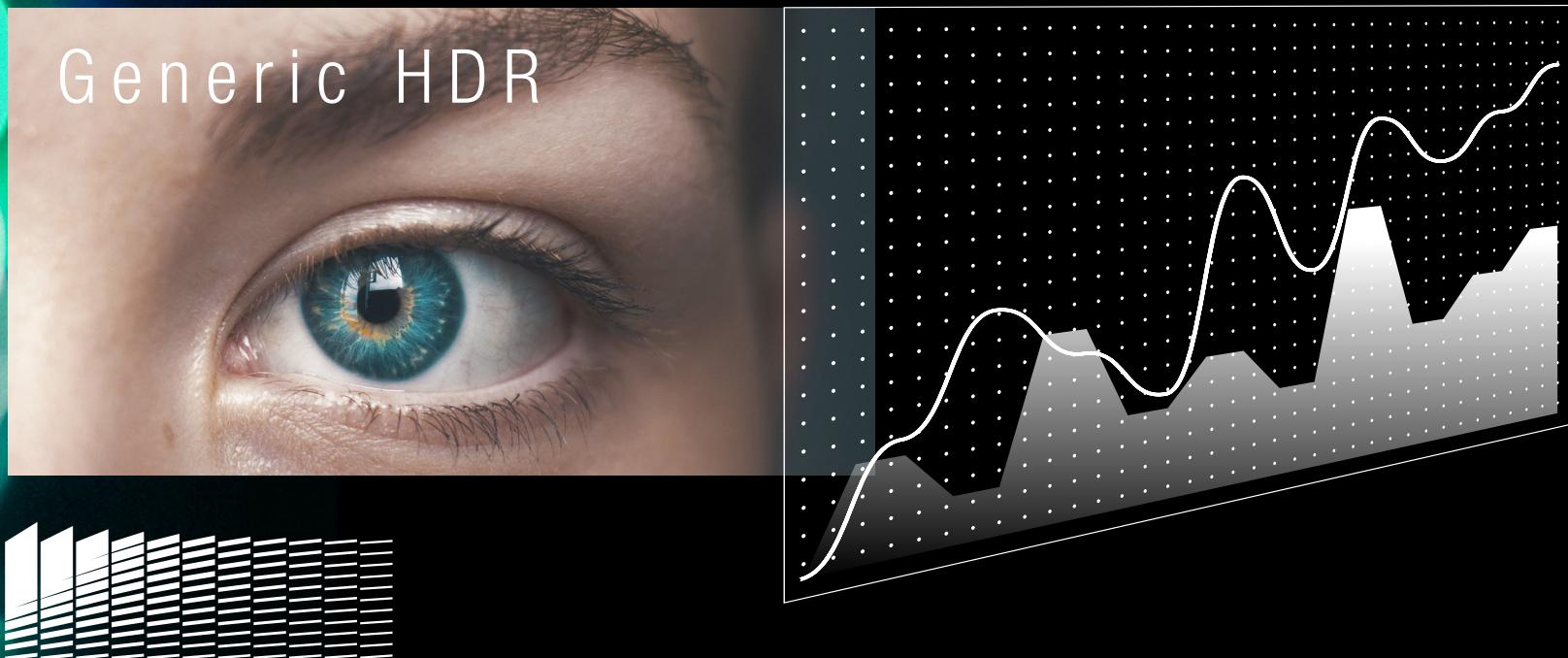


Maxen is a window to enter the colorful world of all family members

**MAXEN®**  
Lifestyle Solution

## DYNAMIC TONE MAPPING EXPERTIS

HDR10 STANDS FOR HIGH DYNAMIC RANGE - 10BIT, WHICH IS A TYPE OF HDR TECHNOLOGY USED IN MANY TELEVISIONS AND OTHER DISPLAY DEVICES. HDR10 IS AN OPEN STANDARD DEVELOPED BY THE CONSUMER TECHNOLOGY ASSOCIATION (CTA) AND IS WIDELY USED IN A RANGE OF DEVICES.



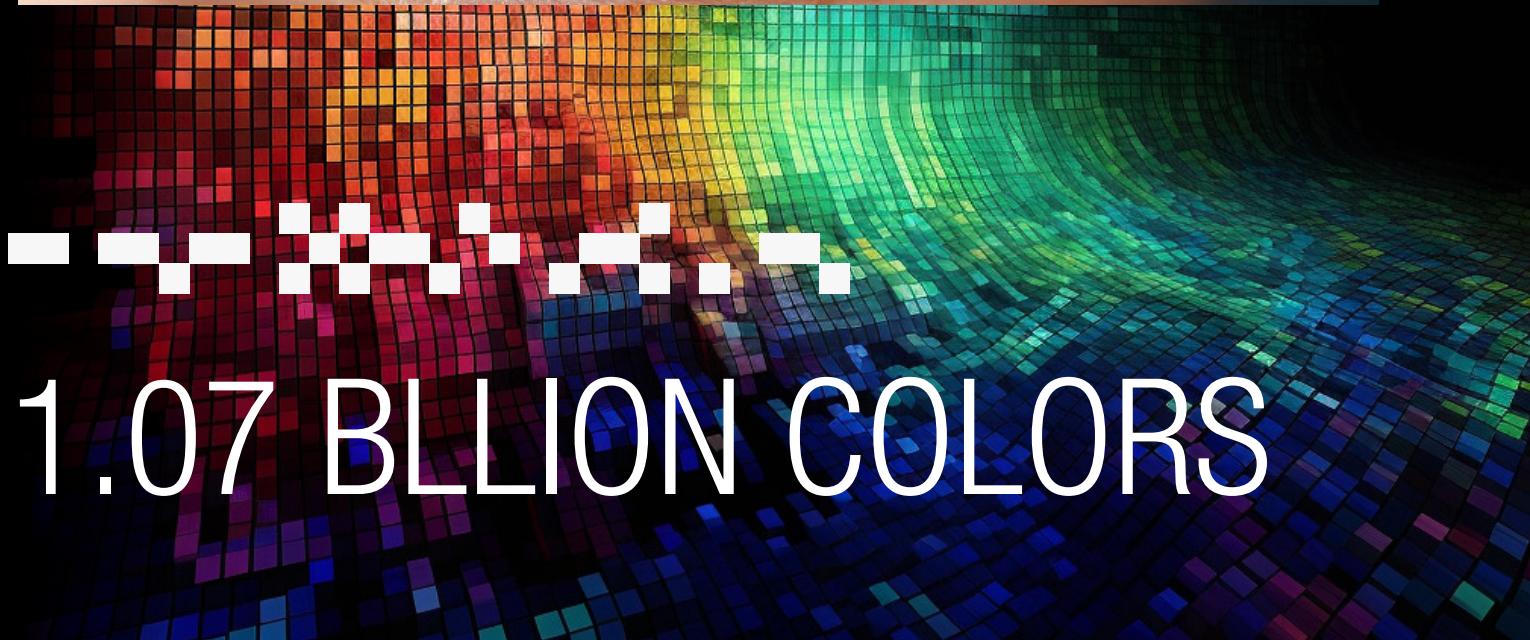
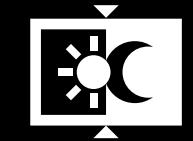
Overall, HDR10 technology is an important advancement in display technology that can provide a more immersive and realistic viewing experience. As HDR content becomes more widely available, we can expect to see even

HDR10 content can be delivered via a range of sources, including streaming services like Netflix and Amazon Prime Video, as well as physical media like Ultra HD Blu-ray discs. Some video games also support HDR10, which can provide a more immersive gaming experience with greater detail and clarity.

HDR10 is also designed to be compatible with a range of display technologies, including LCD, OLED, and QLED displays. This means that consumers can enjoy HDR10 content on a wide range of display devices, from high-end televisions to computer monitors and even some smartphones and tablets.



More Light  
More Colors  
More Details



THE **CORTEX-A55** IS A TYPE OF CPU CORE DESIGNED BY ARM HOLDINGS, A COMPANY THAT DEVELOPS AND LICENSES INTELLECTUAL PROPERTY (IP) RELATED TO COMPUTER ARCHITECTURE. THE CORTEX-A55 IS PART OF ARM'S «CORTEX-A» SERIES OF PROCESSORS, WHICH ARE OPTIMIZED FOR HIGH-PERFORMANCE COMPUTING APPLICATIONS AND ARE COMMONLY USED IN SMARTPHONES, TABLETS, AND OTHER MOBILE DEVICES.

---

In the context of TVs, the Cortex-A55 CPU core is often used as part of a larger system-on-chip (SoC) that powers the TV's smart features. These features may include streaming video services, web browsing, and other interactive applications.

---

The Cortex-A55 is designed to be power-efficient, which is important for mobile devices and other battery-powered electronics. It features improved performance relative to previous generations of ARM processors, while also consuming less power.

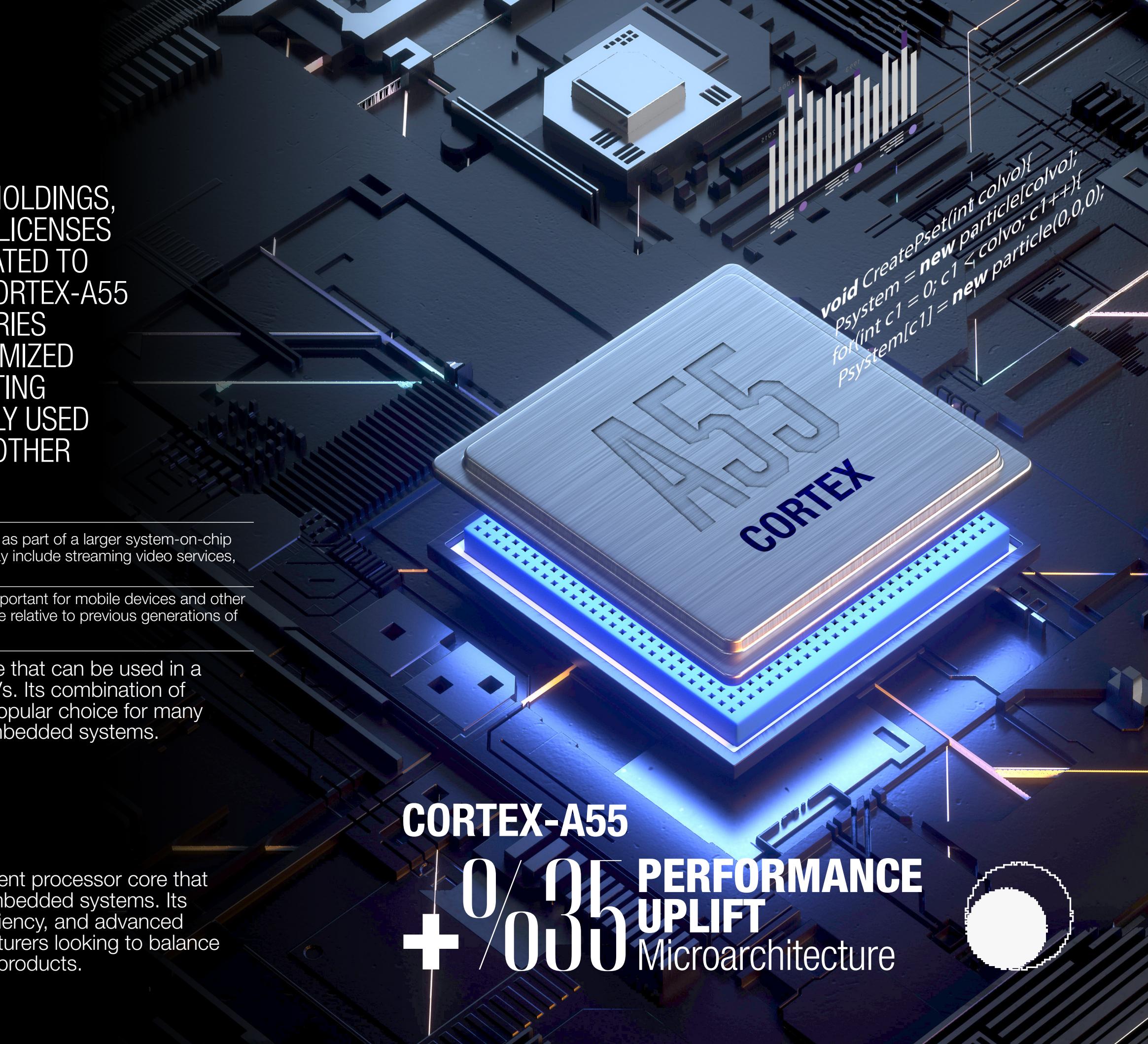
---

Overall, the Cortex-A55 is a versatile CPU core that can be used in a variety of computing applications, including TVs. Its combination of performance and power efficiency make it a popular choice for many manufacturers of mobile devices and other embedded systems.

## CORTEX-A53

Overall, the Cortex-A53 is a versatile and efficient processor core that is well-suited for use in TV CPUs and other embedded systems. Its combination of processing power, energy efficiency, and advanced features make it a popular choice for manufacturers looking to balance performance and power consumption in their products.

**CORTEX-A55**  
+ **0/05 PERFORMANCE UPLIFT**  
+ **0/035 Microarchitecture**



**DOLBY VISION** IS A HIGH-DYNAMIC RANGE (HDR) TECHNOLOGY DEVELOPED BY DOLBY LABORATORIES. IT'S DESIGNED TO ENHANCE THE VISUAL EXPERIENCE OF TVs AND OTHER VIEWING DEVICES BY PROVIDING GREATER BRIGHTNESS, CONTRAST, AND COLOR ACCURACY.

**Dolby**  
VISION



Dolby Vision works by using dynamic metadata to adjust the brightness, contrast, and color of each frame of video, based on the specific capabilities of the TV or other display device. This allows for greater flexibility and precision in adjusting the image quality, resulting in a more vibrant and immersive viewing experience.

One of the main advantages of Dolby Vision is that it can provide a more realistic and lifelike picture than traditional video formats. By enhancing the brightness and contrast of the image, Dolby Vision can create a more immersive and engaging viewing experience, making it feel like you're right in the middle of the action.

Overall, Dolby Vision is a powerful technology that can greatly enhance the visual experience of TVs and other display devices. Whether you're watching a movie, playing a video game, or just browsing the web, Dolby Vision can help bring your content to life with vibrant colors, deep blacks, and stunning contrast.



**DOLBY ATMOS** IS AN AUDIO FORMAT DEVELOPED BY DOLBY LABORATORIES THAT PROVIDES A MORE IMMERSIVE AND REALISTIC AUDIO EXPERIENCE THAN TRADITIONAL SURROUND SOUND. UNLIKE TRADITIONAL SURROUND SOUND, WHICH USES DISCRETE CHANNELS TO CREATE A SENSE OF SPACE AND DIRECTIONALITY, DOLBY ATMOS USES OBJECT-BASED AUDIO TO CREATE A MORE PRECISE AND DYNAMIC SOUND FIELD.



# androidtv

for TV is the latest version of the Android operating system designed specifically for smart TVs and streaming devices.

1. Performance improvements: Android 11 for TV includes improvements to performance and stability, meaning that apps should run faster and more smoothly than before.
2. Privacy enhancements: Android 11 for TV includes new privacy features, such as one-time permissions and improved data access controls, to give users more control over their data.
3. Improved voice recognition: Android 11 for TV includes improved voice recognition capabilities, making it easier to search for content and control your TV using voice commands.
4. HDMI 2.1 support: Android 11 for TV includes support for the latest HDMI 2.1 standard, which allows for higher video resolutions and refresh rates, as well as improved gaming performance.
5. Enhanced gaming features: Android 11 for TV includes new gaming features, such as low-latency mode and support for gamepads and other controllers, making it easier to play games on your TV.
6. Better support for multiple users: Android 11 for TV includes improved support for multiple user profiles, making it easier for different people in a household to have their own personalized TV experience.
7. Improved content discovery: Android 11 for TV includes improvements to the TV interface, such as updated recommendations and a new «Watchlist» feature, making it easier to discover new content to watch.
8. Updated developer tools: Android 11 for TV includes updated developer tools and APIs, making it easier for app developers to create high-quality TV apps and experiences.



prime video

## The Terminal List

Binge of the Week | An ex-Navy SEAL investigates an ambush on his platoon

### Favorite Apps

**NETFLIX**

prime video

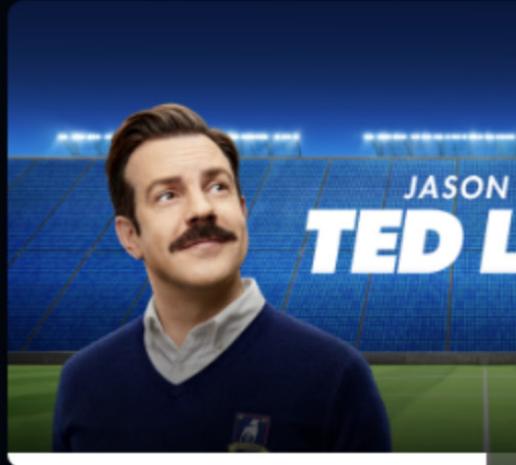
**HBOMAX**

**hulu**

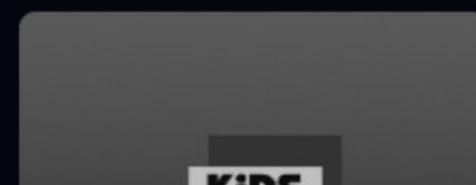
**Disney+**

Netflix

### Play Next



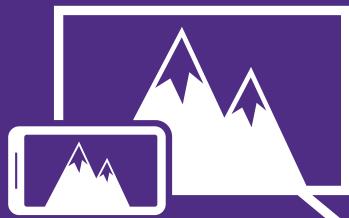
Netflix : Netflix Recommends for Jared



TOP  
10

**MAXEN®**  
Lifestyle Solution

**SCREEN MIRRORING**  
(ALSO KNOWN AS SCREEN CASTING OR SCREEN SHARING) IS A FEATURE THAT ALLOWS YOU TO DISPLAY THE SCREEN OF ONE DEVICE ON ANOTHER DEVICE, SUCH AS A TV. THIS IS USEFUL FOR A VARIETY OF PURPOSES, SUCH AS SHARING PHOTOS OR VIDEOS WITH A GROUP OF PEOPLE, OR GIVING A PRESENTATION.



**Screen Share**  
apple & android

**SMART TV**



# SCREEN MIRRORING

To use screen mirroring on a TV, you need a TV that supports the feature and a device that can transmit the screen, such as a smartphone, tablet, or computer. The two devices need to be connected to the same Wi-Fi network.

Once you've confirmed that your TV and device are connected to the same Wi-Fi network, you can initiate screen mirroring using the built-in screen mirroring feature on your device. This feature is usually found in the settings menu of your device, under a section called «Screen Mirroring» or «Cast Screen».

apple & android

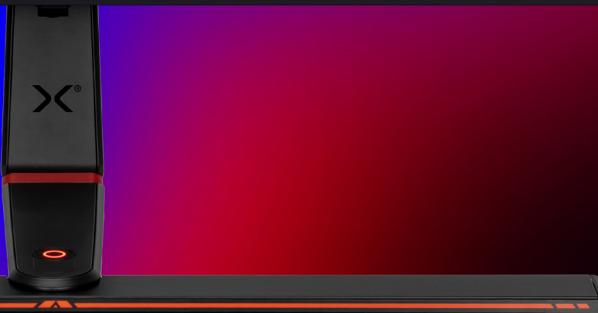
**MAXEN®**  
Lifestyle Solution

# RGB STAND

MORE EXCITEMENT  
IN A MORE REALISTIC  
ATMOSPHERE



LDT24-03LT



LDT18-03LT



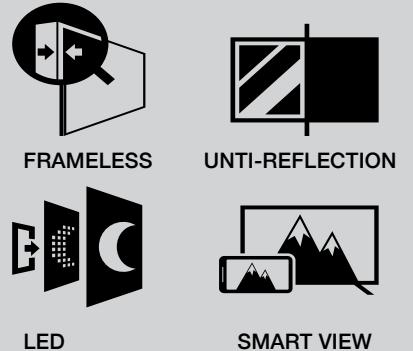
# MAXEN®



Your new TV  
needs to fit perfectly  
in your home



Maxen is a window to enter the colorful world of all family members



### FULL HD SMART TV

DLED  
43BF9000

### UHD SMART TV

DLED  
50BU9000

DLED/QLED  
55BU9200  
55BU9200Q

### UHD SMART TV

DLED/QLED  
58BU9300  
58BU9399Q

DLED/QLED  
65BU9300  
65BU9300Q  
65BU9399Q

DLED/QLED  
75BU5900Q

DLED/QLED  
86BU5900Q



1.07 BILLION COLORS



Direct LED

Screen  
mirroring

[www.maxen.life](http://www.maxen.life) | [@maxen.life](mailto:@maxen.life)

**MAXEN**® is a window to enter the colorful world of all family members

**4K**, ALSO KNOWN AS ULTRA HD, IS A  
RESOLUTION STANDARD FOR TVs AND  
OTHER DISPLAY DEVICES.

Lifestyle Solution

[www. maxen.life](http://www.maxen.life)



@maxen.life

Customer  
Services

021-58736

Imprint

Created  
Designed by

2023  
[www.studioplus.us](http://www.studioplus.us)

Images: Studio plus, Unsplash, Shutterstock  
© Maxen

OFOGH GOLESTAN KHAVARMIANEH