

Vu Televisions launches the Vu Vibe DV (Designer's Vision)

- **The perfect home theatre TV for modern apartments**



Mumbai, June 24, 2025: Vu Televisions, the innovator of the Indian TV industry, launches the Vu Vibe DV 2025 – the world's first QLED television with an integrated soundbar and premium features such as Dolby Vision & Dolby Atmos. The Designer's Vision TV has especially been created to give a home theatre experience in modern apartments which have space constraints. It is the most complete TV ever launched with features such as:

- A+ grade panel with 400 Nits brightness
- World's first WiFi remote
- Perfect Phone Partner (compatible with both Android and Apple phones)
- VuOn™ AI processor with Turbo mode for picture upscaling

Vu Televisions, the premium-only television brand, is all set to redefine the television viewing experience! Vu Televisions introduces Vu Vibe DV 2025 - the world's first ever QLED TV with an Integrated Soundbar Combo, that promises premium, yet accessible home entertainment. Building on the

success of the 2024 hit Vu Vibe TV, this new series delivers an unmatched blend of Dolby Vision-compliant QLED screen, easy-to-use Google TV OS, and all the important casting and upscaling features in a sleek, home-friendly design.

Picture

The Vu Vibe DV features an **A+ Grade QLED** panel and comes equipped with **Dolby Vision and HDR10**—technologies typically reserved for high-end, premium TVs. Vu brings these advanced visual features to an affordable premium series. Vu has collaborated with the **Hollywood Filmmakers Association** to ensure that content is displayed exactly as top directors intended. In addition to this, the Vibe TV delivers **400 nits of brightness** so it supports every color through Pantone and contrast through the **VuON™ AI Processor**.

Sound

The Vu Vibe DV is the perfect television for sound. This television is made for both music and content with the world's first **integrated soundbar** innovated by Vu with an **88-watt soundbar** having **Dolby Atmos**, which gives you a surround sound effect that does not require you to add an additional sound system. If you wish to convert this into an audio music system, just click on the **audio only** button and the screen will disappear, allowing you to save the cost of an additional music system at home. If you're going to be watching this TV for OTT content with our **proprietary AQ** adjustment technology, you can just choose the **sound modes** easily found on your remote whether it's news, music, movies, sports etc. And accordingly, it will give you the best **dialogue clarity**. So you can be truly subtitle free with this Vu Vibe DV.

Google OS

This Vu Vibe DV has the **Google TV OS** for playing music from Spotify, YouTube and others through the soundbar. This television also supports **Dolby Vision and Dolby Atmos** so you can watch your favourite shows on Netflix, Prime Video and other OTT platforms with the best picture & sound quality. Enjoy all this content lag-free with the **VuOn™ AI processor** which streams content in **turbo mode**, all easily accessible with the **Voice Assistant remote**.

Casting

Casting isn't new to TVs—but until now, it was often slow and glitchy. With the all-new Vu proprietary **VuON™ processor**, casting is now ultra-fast and buttery smooth. And for the first time, Vu has seamlessly integrated **Bluetooth, Apple, and Android** technologies—so anyone in your family or friends can connect their phone instantly, no matter the device, and share videos, photos, or music with ease. And now with your family and friends on board, you can have your own video studio with the Vu Vibe DVs' **camera support**.

Remote

One of the biggest challenges in the Indian TV viewing experience is frequent network drops, which often forces you to pause your content and switch Wi-Fi networks manually. For the first time in the world—and specially designed for India—the Vu Vibe DV introduces the world's first TV remote with a dedicated **Wi-Fi hotkey button**. This makes it effortless to access and manage your network settings instantly.

The remote is also designed to be content-friendly, with hotkeys for **Cricket Mode and Cinema Mode**, enhancing both **picture and sound quality** based on what you're watching. And because the remote is such a central part of the Vu Vibe DV experience, it's built with a **stylish, tactile and standee design**—meant not just to be functional, but also to show off your Vu Vibe DV TV.

Design

Designed exclusively for modern homes, the Vu Vibe DV delivers a **complete home-theatre** experience in a clutter-free design, **powered by a single cable**. The Vu Vibe DV is crafted in a sleek **California-style aesthetic**—modern, minimalist, and futuristic. Its **all-black design** features a **floating glass display** with a **bezel-less look on three sides**, giving you a perfect viewing experience without any distracting borders. To keep your space clean and stylish, the soundbar is seamlessly integrated—perfect for both **wall-mount and table-top** setups.

“At Vu Televisions, we've always endeavoured to create a truly premium brand that we can take from India to the world. With the Vu Vibe DV (Designer's Vision), we have specially made a product for the Indian audience who is discerning, has global taste and wants nothing but the best. From amazing picture quality and sound to the design of the product, this is something that will perfectly adorn the Vu buyer's home. With a tonne of features and all of it at amazing offers, we really consider

this to be our gift to the Indian viewers.” said ***Devita Saraf, the Founder, Chairperson, and CEO of The Vu Group.***

The Vu Vibe DV will be available on Amazon.in & retailers nationwide starting June 24th, 2025

Vu Vibe DV (43)	Vu Vibe DV (50)	Vu Vibe DV (55)	Vu Vibe DV (65)	Vu Vibe DV (75)
INR 26,999	INR 32,999	INR 36,999	INR 52,999	INR 66,999

For more details, visit vutvs.com and [Amazon.in](https://www.amazon.in) and follow Vu TVs on [Instagram](#), and [YouTube](#)

About VU Televisions:

Vu Television is leading manufacturer and marketer of premium televisions in India. Vu is committed to revolutionizing the Television industry with its cutting edge technology and exceptional customer service. Led by **Devita Saraf**, the Founder, Chairperson, and CEO of The Vu Group, Vu has emerged as one of India's trusted brand with a global presence. As a **self-funded entrepreneur** Devita has been steering Vu's premium positioning by choosing to exit low-margin segments to keep margins healthy.

From 4K Ultra HD displays to Quantum Dot technology, Vu TVs continues to innovate & also offers a range of smart features, including voice control, smart connectivity, and intuitive interfaces, making it easy for users to navigate and enjoy their favourite content. With a relentless focus on cutting-edge innovation, sleek design, and unparalleled customer service, Vu has sold over 4 million TVs worldwide, earning a stellar 4.4-star user rating and a loyal repeat customer base. Presently Vu is holding significant e-commerce market share.

Operating from 11 global offices and a 40,000 sq. ft. ISO-certified customer experience center, Vu blends high-performance technology with eco-conscious manufacturing, Vu is now also available across Middle East and Africa. Vu TVs commitment to innovation, sustainability, and exceptional customer service has earned it numerous accolades over the years. In 2022, Vu TVs was named as "Luxury TV of the Year" by Exhibit Magazine for its high-end Vu Masterpiece Glo QLED TV.