



NEWS RELEASE

ADI Launches New SunBrite Veranda 4 Series Extending Outdoor Entertainment in North America

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Celebrating more than 20 years of outdoor displays, SunBrite introduces a brighter, more energy efficient full-shade solution with competitive pricing and streamlined installation, elevating entertainment.

ADI has unveiled the new SunBrite Veranda 4 series, a new range of smart, energy efficient HDR10 compliant, 4K60 TVs designed for outdoor environments in full-shade for the North American market. Designed to deliver enhanced image quality, better durability, and improved connectivity, SunBrite boldly launched its first models more than 20 years ago and has continued to innovate and expand its offering.

“Outdoor living is an exciting and fast-growing market in North America,” said Brandon Eshelman, Director of Product Management at ADI. “This new line of TVs is designed for shaded and partially shaded outdoor spaces, delivering a bright, clear picture on covered patios, porches, and outdoor living areas. Moving forward, we plan to expand our product pipeline, helping customers unlock new business opportunities while maximizing efficiency and conserving valuable resources.”

The Veranda 4 series redefines full-shade outdoor entertainment, delivering industry-leading 600-nit 4K60 HDR10 brightness for vibrant viewing in covered patios, alfresco spaces, and hospitality environments. Powered by an advanced RGB-W pixel configuration and direct LED backlight, the display achieves up to 2–4x the brightness of many indoor TVs (58% brighter than previous models) while using 36% less power and generating less heat for greater efficiency and longevity.

Built to perform in real-world outdoor conditions, Veranda 4 features an IP55 rating, UL certification, and conformal coating on internal components to protect against humidity, heat, and storms. Eco Bright Outdoor Technology prevents

backlight failure in extreme temperatures up to 50°C, while the anti-glare screen with Quarter Wave Plate Polarizer (QWP) ensures clear visibility. The result is consistent, premium picture quality through the hottest summer days and beyond, backed by a two-year warranty and in-house customer support.

Designed with installers in mind, Veranda 4 includes a redesigned media bay with improved mounting points for clean, discreet integration of streaming devices and media players. The platform supports webOS smart functionality, making content selection and customization simple, while also allowing users to connect nearly any third-party streaming device of their choice.

Connectivity and control are seamless, with built-in Wi-Fi, Bluetooth 5.0, voice control, and full IP control. Integration with ADI's OvrC Pro platform enables remote monitoring, diagnostics, and system management, complemented by third-party control system drivers and flexible IP or IR remote options. Two built-in 8-watt speakers provide integrated audio for everyday viewing.

"SunBrite's new Veranda 4 series represents a significant step forward in outdoor entertainment," concluded Eshelman. "By offering these high-performing, durable, and innovative products, we enable our customers to deliver exceptional value to end-users while maximizing profitability, whether for residential or commercial projects. ADI remains committed to investing in solutions that provide better performance and enhanced experiences for every outdoor installation."

The new product introductions complement ADI's increasingly robust offering of outdoor solutions including lighting, audio, networking and more, to help customers create highly customizable and functional, outdoor entertainment experiences.

The Veranda 4 series launches in 65" and 75" sizes, with 49" and 55" models arriving mid-2026, offering a scalable solution for both residential and commercial full-shade outdoor applications.

Hi-res imagery can be found **[here](#)**.