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THE C SEED BUGATTI N1 SUPER TV: THE PINNACLE OF CINEMATIC PERFORMANCE AND TECHNOLOGY



C SEED, the Austrian pioneer of luxury 4K MicroLED TV systems, and Bugatti unveil their latest collaboration: the C SEED BUGATTI N1 TV, available in 110- and 137-inch sizes. Bringing together Bugatti's legacy of iconic design and performance with C SEED's expertise in cutting-edge display technology, the C SEED BUGATTI N1 represents a shared pursuit of precision, innovation and uncompromising craftsmanship.

2026 BUGATTI AUTOMOBILES S.A.S.

DESIGN INSPIRED BY THE BUGATTI TOURBILLON

The C SEED BUGATTI N1 draws direct inspiration from the Bugatti Tourbillon[1], translating the essence of Bugatti design DNA into a sculptural object. Moving beyond the definition of a device, it becomes an architectural statement shaped by the hyper sports car brand's philosophy of 'Art, Forme, Technique'.

The design is inspired by the iconic side profile — the iconic 'C-line' — of all legendary Bugatti cars, where sculpted surfaces, precise proportions and inherent tension create a distinctive presence. In its closed state, the N1 appears as a refined architectural sideboard. Clean surfaces, precise detailing and balanced proportions create an object that feels intentional from every angle. The BUGATTI N1 by C SEED perfectly echoes the new era-defining Tourbillon, symbolized by its 'screen detox' approach.

> ''Inspired by Bugatti's timeless philosophy of 'Art, Forme, Technique,' our partnership with C SEED unites design mastery, engineering precision and uncompromising performance. Together, we create an authentic expression of Bugatti excellence beyond the road; one that brings substance, credibility and distinction to the discerning world of ultra-luxury lifestyle.''
>
> WIEBKE STÅHL
>
> MANAGING DIRECTOR AT BUGATTI INTERNATIONAL

A CINEMATIC TV SCREEN IMBUED WITH DISCRETION: TECHNOLOGY, PERFECTLY REFINED

At the push of a button, the N1 transforms in 45 seconds from a minimal sculptural object into a 110- or 137-inch 4K MicroLED TV. The unfolding process is engineered as a precise, multi-stage movement, turning technical performance into a choreographed visual experience. At its core, a center-sliding mechanism ensures perfectly balanced motion, reinforcing the sense of precision and control. When not in use, the screen disappears entirely and remains as a sideboard.

"With the C SEED BUGATTI N1 we did not want to create a better television; we wanted to create something that no longer belongs to the television category. C SEED is not 'just a TV,' just as a Bugatti is not 'just a car.' Bugatti transforms engineering into art, provoking incomparable emotion on the road. At C SEED, we strive to achieve something very similar within architecture and living spaces."

ALEXANDER SWATEK
CEO OF C SEED

The C SEED BUGATTI N1 combines advanced 4K MicroLED technology with precision engineering for exceptional durability. Its innovative MicroLED MiP technology delivers outstanding contrast, deep blacks, sharp image quality, and energy-efficient performance with minimal heat generation. Combined with HDR10+, a specialized screen coating, and C SEED's patented Adaptive Gap Calibration (AGC), it creates a seamless, low-glare, cinematic viewing experience.

Designed for uncompromising flexibility and architectural integration, the C SEED BUGATTI N1 features a 180-degree screen rotation function together with an optional center-sliding mechanism, allowing the display to adapt effortlessly to sophisticated living environments.

Carbon fiber elements further emphasize the product's lightweight engineering and refined luxury character. Engineered and manufactured in Austria, the C SEED BUGATTI N1 is available in 110-inch and 137-inch screen sizes, using original materials and finishes used in the Bugatti Tourbillon, alongside the exclusive Sculpture Silver finish and bespoke color configurations.

The C SEED BUGATTI N1 Sound System, powered by Wisdom Audio, delivers exceptional clarity, precision, and immersive depth through advanced planar magnetic technology and optimized sound shaping, ensuring each driver performs within its ideal frequency range. Seamlessly integrated into the sculptural design, the speakers elegantly extend into position when activated and retract discreetly when not in use, creating a perfect fusion of sound, movement, and technology that enhances the experience while preserving the purity of the design.

C SEED and Bugatti enter a new dimension of lifestyle, at the border between interior design, art and high-performance engineering. Rather than imposing itself on space, the TV integrates into its environment, interacting with light, reflections and architecture. Only when activated does it reveal its full capability, transforming from a sculptural presence into a cinematic experience.

The C SEED BUGATTI N1 is presented to discerning customers through an exclusive network of selected partners and authorized dealers worldwide. For more information, visit https://www.bugatti.com/en/lifestyle/c-seed.

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[1] Tourbillon: This model is currently not subject to directive 1999/94/EC, as type approval has not yet been granted.