






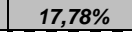




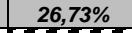






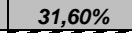


































PESQUISA DE TV 2014

ITEM	TV/MARCA	MODELO/REFERÊNCIA	Hiper Bompreço	Extra	Magazine Luiza	Carrefour	Armazém Paraíba	Atacadão dos Eletros	Insinuante	Cálculos			
										>	<	≠	
SAMSUNG													
1	LED 32 POL.	UN32 F4200							999,90	999,90	999,90	0,00	
2	LED 32 POL.	UN32 FH4205	798,00	899,00		949,00			959,90	959,90	798,00	161,90	20,29%
3	LED 32 POL.	UN32FH4003-GXZD						979,00		979,00	979,00	0,00	
4	LED 32 POL.	UN32FH400			1.090,00					1.090,00	1.090,00	0,00	
5	LED 32 POL.	UN5203	1.198,00							1.198,00	1.198,00	0,00	
6	LED 32 POL. SMART TV	RH35A			1.390,00					1.390,00	1.390,00	0,00	
7	LED 32 POL. SMART TV	F5500		1.399,00						1.399,00	1.399,00	0,00	
8	LED 40 POL.	UN40F5200A-GXZD						1.599,00		1.599,00	1.599,00	0,00	
9	LED 40 POL. SMART TV	UN40F5500	1.698,00			1.799,00			1.999,90	1.999,90	1.698,00	301,90	17,78%
10	LED 40 POL. SMART TV	UN40F5200			1.990,00					1.990,00	1.990,00	0,00	
11	LED 40 POL. SMART TV	40LE4057I-FHD						1.699,90		1.699,90	1.699,90	0,00	
12	LED 40 POL. SMART TV	FLD5303						1.699,90		1.699,90	1.699,90	0,00	
13	LED 40 POL. SMART TV 3D	UN40F6400		2.099,00				1.999,90		2.099,00	1.999,90	99,10	4,96%
14	LED 46 POL.	UN46F5200-FD						1.999,90		1.999,90	1.999,90	0,00	
15	LED 46 POL.	UN46FH5205-GXZD	1.798,00	1.999,00		1.899,00		2.278,56		2.278,56	1.798,00	480,56	26,73%
16	LED 46 POL.	UN46F6400A-GXZD						2.699,00		2.699,00	2.699,00	0,00	
17	LED 46 POL.	UN46FH5003-HDMI				2.199,00				2.199,00	2.199,00	0,00	
18	LED 46 POL. SMART TV	UN465500			3.099,00					3.099,00	3.099,00	0,00	
19	LED 46 POL. SMART TV 3D	UN46F6400						3.299,90		3.299,90	3.299,90	0,00	
20	LED 55 POL. 3D	UN55F6			3.790,00					3.790,00	3.790,00	0,00	
21	LED 60 POL.	FH6003			5499,00					5.499,00	5.499,00	0,00	
22	PLASMA 43 POL.	43F4000				1.349,00			1.299,00	1.349,00	1.299,00	50,00	3,85%
23	PLASMA 43 POL.	F4000AG	1.298,00					1.400,00		1.400,00	1.298,00	102,00	7,86%
24	PLASMA 50 POL.	PN4500-DTV-HDMI	1.798,00							1.798,00	1.798,00	0,00	
25	PLASMA 51 POL.	F4000		1.899,00					2.499,00	2.499,00	1.899,00	600,00	31,60%
26	PLASMA 51 POL. 3D	F4900-HDMI				2.199,00				2.199,00	2.199,00	0,00	
27	PLASMA 60 POL.	PL60F5000A-GXZD	3.999,00	3.999,00				3.999,00		3.999,00	3.999,00	0,00	
STI													
28	LED 24 POL.	LE2458F					826,80	832,80		832,80	826,80	6,00	0,73%
29	LED 29 POL.	DL2970-CONU						759,00		759,00	759,00	0,00	

ITEM	TV/MARCA	MODELO/REFERÊNCIA	Hiper Bompreço	Extra	Magazin Luiza	Carrefour	Armazém Paraíba	Atacadã dos Eletr	Insinuan	v	<	≠	
30	LED 32 POL.	DL3244W-HDMI				939,00		949,00		949,00	939,00	10,00	1,06%
31	LED 32 POL.	3256-HDMI			990,00	979,00				990,00	979,00	11,00	1,12%
32	LED 32 POL. TOSHIBA	L2300-HD		999,00						999,00	999,00	0,00	
33	LED 39 POL.	DL3954F-FULL HD						1.199,00		1.199,00	1.199,00	0,00	
34	LED 39 POL.	DL3944F-FULL HD						1.339,00		1.339,00	1.339,00	0,00	
35	LED 39 POL.	3944F-DL					1.710,00			1.710,00	1.710,00	0,00	
36	LED 39 POL. SMART TV	DL3954F			1.690,00					1.690,00	1.690,00	0,00	
37	LED 40 POL. SMART TV	LE4057I				1.549,00	1.678,00	1.699,00		1.699,00	1.549,00	150,00	9,68%
38	LED 47 POL. SMART TV 3D				2.690,00					2.690,00	2.690,00	0,00	
	LG												
39	LED 29 POL.	MN33D-HD-DTV							899,90	899,90	899,90	0,00	
40	LED 32 POL.	LN546B-DTV	998,00						1.099,00	1.099,00	998,00	101,00	10,12%
41	LED 32 POL.	LN540B				949,00				949,00	949,00	0,00	
42	LED 32 POL.	LB550B	999,00							999,00	999,00	0,00	
43	LED 32 POL. SMART TV	32LN570B		1.299,00				1.199,00		1.299,00	1.199,00	100,00	8,34%
44	LED 39 POL. SMART TV	LN5700-FULL HD		1.399,00						1.399,00	1.399,00	0,00	
45	LED 39 POL. SMART TV	LN5400B			1.399,00			1.299,00		1.399,00	1.299,00	100,00	7,70%
46	LED 39 POL. SMART TV 3D	LA6200	1.598,00							1.598,00	1.598,00	0,00	
47	LED 42 POL.	LA6130				1.799,00				1.799,00	1.799,00	0,00	
48	LED 42 POL.	PN4600				1.299,00				1.299,00	1.299,00	0,00	
49	LED 42 POL. SMART TV	LN5400						1.700,00		1.700,00	1.700,00	0,00	
50	LED 42 POL. SMART TV	LN5700			2.090,00					2.090,00	2.090,00	0,00	
51	LED 42 POL. SMART TV 3D	LA6200-FD			2.590,00				2.399,90	2.590,00	2.399,90	190,10	7,92%
52	LED 42 POL. SMART TV 3D	6204			2.099,00					2.099,00	2.099,00	0,00	
53	LED 47 POL.	LN5460-FULL HD	1.798,00							1.798,00	1.798,00	0,00	
54	LED 47 POL. SMART	LB56							2.599,90	2.599,90	2.599,90	0,00	
55	LED 47 3D	6610			2.990,00					2.990,00	2.990,00	0,00	
56	LED 47 POL. SMART 3D	LA6204-FULL HD		2.799,00						2.799,00	2.799,00	0,00	
57	PLASMA 50 POL.	50PN4500				1.799,00				1.799,00	1.799,00	0,00	
58	LED 55 POL. 3D	LA6130-FULL HD		3.499,00						3.499,00	3.499,00	0,00	
59	LED 55 POL. SMART TV	55LA6200						4.299,00		4.299,00	4.299,00	0,00	
60	LED 55 POL. SMART TV	LA6210	3.498,00							3.498,00	3.498,00	0,00	
61	PLASMA 50 POL.	PN4500-DTV-HDMI		1.899,00				1.899,00	1.899,90	1.899,90	1.899,00	0,90	0,05%
62	PLASMA 60 POL.	F4205							3.999,00	3.999,00	3.999,00	0,00	
63	PLASMA 60 POL.	PN6500		4.399,00						4.399,00	4.399,00	0,00	
	SONY												
64	LED 32 POL.	R434-FULL HD	899,00	999,00		999,00	1.246,80			1.246,80	899,00	347,80	38,69%
65	LED 32 POL.	KDL-R4335A-FULL HD					1.246,80			1.246,80	1.246,80	0,00	
66	LED 39 POL.	KDL-R475A-FULL HD					1.818,00		1.599,90	1.818,00	1.599,90	218,10	13,63%
67	LED 40 POL.	KDL-R485A-FULL HD		1.599,00			1.786,20	1.499,00	1.499,90	1.786,20	1.499,00	287,20	19,16%

ITEM	TV/MARCA	MODELO/REFERÊNCIA	Hiper Bompreço	Extra	Magazin Luiza	Carrefour	Armazém Paraíba	Atacadã dos Eletr	Insinuan	v	<	≠	
68	LED 42 POL.	W605					2.458,80			2.458,80	2.458,80	0,00	
69	LED 46 POL.	R485A-FULL HD		2.199,00						2.199,00	2.199,00	0,00	
70	LED 50 POL. SMART TV 3D	50W705A					4.062,00			4.062,00	4.062,00	0,00	
71	LED 50 POL. SMART TV	KDLW655A		3.799,00		3.199,00				3.799,00	3.199,00	600,00	18,76%
72	LED 50 POL. SMART TV 3D	KDL50W805B			3.999,99					3.999,99	3.999,99	0,00	
73	LED 60 POL. SMART TV 3D	W855	7.999,00				8.022,00			8.022,00	7.999,00	23,00	0,29%
74	LED 60 POL. SMART TV 3D	R555A		6.499,00			6.802,80			6.802,80	6.499,00	303,80	4,67%
75	LED 70 POL. SMART TV 3D	W855B	10.998,00	9.999,00			11.398,80			11.398,80	9.999,00	1399,80	14,00%
PHILIPS													
76	LED 32 POL.	PHG4105					1.114,80			1.114,80	1.114,80	0,00	
77	LED 32 POL.	PHG4109-FULL HD					1.114,80			1.114,80	1.114,80	0,00	
78	LED 39 POL. SMART TV	3908-FULL HD		1.499,00						1.499,00	1.499,00	0,00	
79	LED 39 POL.	PFL3008D/78					1.366,80	1.139,00	1.299,90	1.366,80	1.139,00	227,80	20,00%
80	LED 42 POL.	PFL4508G/78						1.699,00		1.699,00	1.699,00	0,00	
81	LED 42 POL.	PFL3707D/78-FULL HD						1.399,00		1.399,00	1.399,00	0,00	
82	LED 42 POL. 3D	PF4908G				1.799,00				1.799,00	1.799,00	0,00	
83	LED 42 POL. SMART TV 3D	PFL5008G/78		1.999,00					2.099,90	2.099,90	1.999,00	100,90	5,05%
84	LED 46 POL.	PFL3008D/78-FULL HD				1.899,00			2.099,90	2.099,90	1.899,00	200,90	10,58%
85	LED 47 POL. SMART	PFG4109/78-FULL HD					2.278,80			2.278,80	2.278,80	0,00	
CCE													
86	LED 29 POL.	LT29G		649,00	699,00					699,00	649,00	50,00	7,70%
87	LED 32 POL.	LK32G			799,00					799,00	799,00	0,00	
88	LED 32 POL.	LT32D-HDTV		849,00					949,90	949,90	849,00	100,90	11,88%
89	LED 39 POL.	LN39G-FULL HD		1.199,00						1.199,00	1.199,00	0,00	
90	LED 39 POL.	FD-DTO							1.099,90	1.099,90	1.099,90	0,00	
91	LED 42 POL.	LH42G-FULL HD						1.399,00		1.399,00	1.399,00	0,00	
AOC													
92	LED 29 POL.	T2965MS	898,00			799,00				898,00	799,00	99,00	12,39%
93	LED 32 POL.	LE32D1440				849,00				849,00	849,00	0,00	
94	LED 39 POL.	LE39DO330-FHDTV				1.299,00			1.399,00	1.399,00	1.299,00	100,00	7,70%
95	LED 39 POL.	LE39D1440-FULL HD	1.298,00					1.249,00		1.298,00	1.249,00	49,00	3,92%
PANASONIC													
96	LED 32 POL.	B6B-FULL HD					859,00			859,00	859,00	0,00	
97	LED 32 POL.	TC-L32XM6B- DTV							1.149,90	1.149,90	1.149,90	0,00	
98	LED 39 POL. SMART TV	TC-L39EL6B-FHD					1.990,80	1.899,90		1.990,80	1.899,90	90,90	4,78%
99	LED 39 POL.	TC-L39888-FULL HD					1.810,00			1.810,00	1.810,00	0,00	
100	LED 42 POL.	TC-L42E5B-FHD							1.899,90	1.899,90	1.899,90	0,00	

ITEM	TV/MARCA	MODELO/REFERÊNCIA	Hiper Bompreço	Extra	Magazin Luiza	Carrefour	Armazém Paraíba	Atacadã dos Eletr	Insinuan	v	^	≠	
	BUSTER												
101	LED 32 POL.	HBTV32L03-DTV							949,90	949,90	949,90	0,00	
	PHILCO												
102	LED 32 POL. SMART TV	E53-HD	1.099,00	1.199,00						1.199,00	1.099,00	100,00	9,10%
103	LED 32 POL.	F33DG	1.299,00							1.299,00	1.299,00	0,00	
104	LED 39 POL. SMART TV	PHE525-FULL HD	1.398,00							1.398,00	1.398,00	0,00	
105	LED 39 POL.	PH39F3			1.490,00					1.490,00	1.490,00	0,00	
106	LED 42 POL. SMART TV	PH42E535G						1.299,00		1.299,00	1.299,00	0,00	
107	LED 42 POL. SMART TV 3D	PH42E45DS	2.299,00							2.299,00	2.299,00	0,00	
108	LED 58 POL.	E30DSG-FULL HD					3.646,80			3.646,80	3.646,80	0,00	

Total de estabelecimentos pesquisados: 07

Total de itens Pesquisados: 108

(-) Menor variação: TV PLASMA LG, 50 POL. REFERÊNCIA PN4500-DTV-HDMI **0,05%**

(+) Maior variação: TV LED SONY, 32 POL. REFERÊNCIA R434-FULL HD **38,69%**

Endereços pesquisados.

Lojas insinuante - Parque Solon de Lucena, 521 - centro

Atacadão dos Eletros - R. Santos Dumont Nº 90 - Centro

Carrefour - R. Francisco Leocadio Ribeiro Coutinho Nº 701 - Bessa

Magazine Luiza - R. 13 de Maio, Nº 127 - centro

Armazém Paraíba - Av. Almirante Barroso Nº 11 - centro

Supermercado Extra - Av. Epiácio Pessoa- 3015-4500

Hiper bompreço - R. Edigar Sales de Miranda Nº 400 Bessa - 3216-8200