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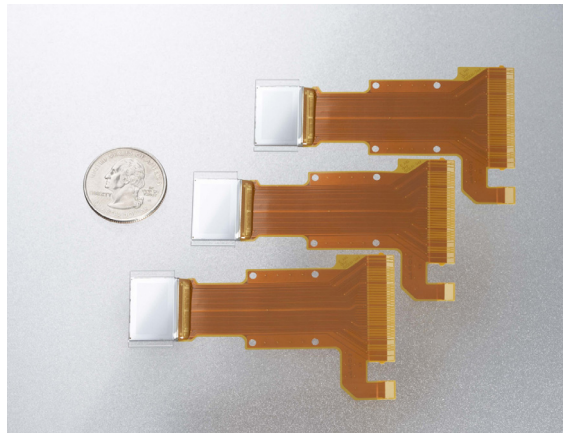
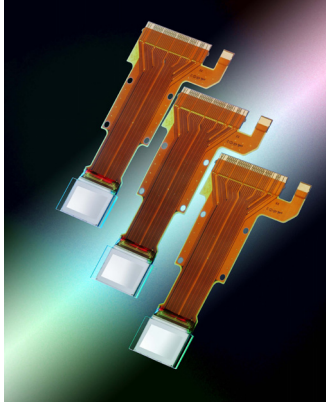
August 5, 2005

JVC Commences Volume Production of New 0.7-Inch D-ILA Full HD Liquid Crystal Device

*JVC develops new version of original D-ILA reflective liquid crystal device (LCD) for high-resolution projection televisions
New device makes full HD projection televisions possible*

Victor Company of Japan, Ltd. (JVC) announced today that it has extended its D-ILA (Direct-Drive Image Light Amplifier) lineup with the development of a new microdisplay device. The new 0.7-inch D-ILA full HD liquid crystal device is smaller than its predecessor 0.8-inch device, yet offers full HD resolution (approx. 2.07 million pixels: 1,920 horizontal x 1,080 vertical). Volume production of the new device will commence in August. JVC is also developing the next generation of high-resolution imaging technologies for use in full HD displays, building on the company's years of expertise and long tradition of original imaging technologies.

JVC plans to release full HD projection televisions in Japan and North America that will make use of the new device and the company's next generation high-resolution imaging technologies.



0.7-inch D-ILA full HD devices

The latest 0.7-inch D-ILA full HD device is the same size as JVC's 720p (approx. 920,000 pixels: 1,280 horizontal x 720 vertical) 0.7-inch diagonal D-ILA liquid crystal device, yet delivers full HD resolution at approx. 2.07 million pixels. The development of an identically sized device enables JVC to standardize production equipment and manufacturing processes to achieve high quality and reliability, as well as cost savings due to enhanced production efficiency.

The latest device also makes use of new pixel surface smoothing technology that delivers high reflectivity to achieve the brightness demanded from devices used in consumer projection televisions. When combined with the high resolution of full HD technology and the high aperture ratio of reflective liquid crystal devices, the technology makes possible the development of high performance projection televisions that offer smooth, exquisite images from screen edge to screen edge.

Main Features

1. Smaller device size using next generation 8.1 μ m pixel pitch manufacturing process

The new device utilizes a next generation 8.1 μ m pixel pitch (pixel length) manufacturing process that shrinks the area of each pixel by 50% compared with JVC's existing 720p device. The technology has enabled JVC to develop a high-resolution, full HD device with the same compact 0.7-inch diagonal size as the 720p device.

2. High 89% aperture ratio and new pixel surface smoothing technology for high reflectivity performance

Despite its compact 0.7-inch diagonal size and full HD capability, the new device delivers a high 89% aperture ratio. The device uses reflective pixel flattening technology for the first time to deliver high reflectivity equivalent to JVC's 720p device.

3. Enhanced liquid molecule arranging technology

JVC has improved its technology for arranging the orientation and direction of liquid molecules, which significantly reduces the source of discination or colored noise attributable to the device.

Development Concepts

The environment for viewing full HD (approx. 2.07 mega pixels: 1,920 horizontal x 1,080 vertical) images is rapidly expanding with the widespread acceptance of Broadcasting Satellite digital broadcasts and wider reception areas for terrestrial digital broadcasts. These changes have created demand for powerful large-screen televisions in screen sizes larger than 50-inch, that offer high-resolution full HD images at an affordable price.

Responding to this, JVC has developed a 0.7-inch D-ILA full HD device for use in high-resolution projection televisions. The new device, which will commence volume production in August, is smaller and lower in cost than its predecessor 0.8-inch D-ILA full HD device. JVC plans to release full HD projection televisions in Japan and North America that will make use of the new device to augment its high-end range of projection televisions, which is currently composed of the company's lineup of 720p projection televisions.

About JVC's Original Next Generation High-Resolution Imaging Technologies

Full HD images offer a resolution of approx. 2.07 million pixels (1,920 horizontal x 1,080 vertical), which is roughly double the volume of information available from current 720p high-definition (HD; approx. 970,000 pixels) technology commonly used in today's thin panel televisions. Full HD technology requires high-resolution imaging technologies that are far beyond the specifications of imaging technologies currently used for 720p images. JVC is developing the next generation of high-resolution imaging technologies for use in full HD displays, building on the company's years of expertise and long tradition of original imaging technologies. JVC will make use of its next generation high-resolution imaging technologies in future releases of full HD televisions, starting with the release of a full HD projection television using its latest 0.7-inch D-ILA full HD device.

Major Specifications

Diagonal display size	0.7-inch (17.8mm)
Resolution (H x V)	1,920×1080 (2,073,600 pixels)
Aspect ratio	16:9
Pixel pitch	8.1μm
Effective display area	Horizontal: 15.55mm, vertical: 8.75mm
Aperture ratio	89%
Contrast (per device)	5000:1
LCD mode	Vertical alignment
Alignment layer	Optical stable inorganic alignment layer
Major applications	Projection TVs, home theaters, and amusement

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