



The Perfect Experience

PRESS Release

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For the Japanese Market Only:

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JVC Releases HD-61MD60 and HD-52MD60 Rear Projection HDTVs

*Featuring JVC's original D-ILA high-resolution device for bright, smooth large-screen images;
integrated terrestrial, broadcast satellite and 110-degree CS digital tuner;
Genessa "Image Intelligence"*1; reduced power consumption*

Victor Company of Japan, Ltd. (JVC) today announced the release of two rear projection HDTVs based on the company's original D-ILA (Direct-Drive Image Light Amplifier) high-resolution microdisplay device. The new sets are available in 52-inch (HD-52MD60) and 61-inch (HD-61MD60) sizes, and support terrestrial, broadcast satellite and 110-degree CS digital high definition broadcasts.

JVC will market the rear projection HDTVs using D-ILA device as the Big Screen EXE series. The company has positioned the new sets as the third JVC option for large-screen flat panel televisions, in addition to the company's existing plasma and LCD television offerings. These products are designed to meet the rapidly growing demand for large-screen televisions in Japan, which has been driven by the widespread availability of terrestrial and broadcast satellite digital television broadcasts.

*1: Genessa is a marketing name exclusively used in Japan, and also an extended technology of D.I.S.T. (Digital Image Scaling Technology) developed in 2001. In the United States, it is called D.I.S.T. and Dynapix Powered by D.I.S.T. in Europe and Asia. Please refer the detailed information on page 3.

Product Description	Product Family	Size	Model No.	MSRP (tax included)	Release Date	Monthly Production
Rear-projection HDTV	Big Screen EXE	61-inch	HD-61MD60	787,500 yen	Middle of May 2005	Total 2,000 units
		52-inch	HD-52MD60	682,500 yen	End of May 2005	



(Install image in the living room)

HD-61MD60 rear projection HDTV

Main Features

1. Exclusive D-ILA high-resolution reflective liquid crystal device in a three-chip design

1) Uniformly bright, smooth large-screen images

The new sets use 1280 x 720 pixels, diagonal 0.7-inch D-ILA high-resolution device. The technology results in uniformly bright images. The wide viewing angle minimizes color variations when viewed from the sides. Furthermore, smooth, exquisite and deep images are achieved with no noticeable "grid."

2) Three-chip design for naturally exquisite color reproduction

The three-chip design uses D-ILA device dedicated to each of the red (R), green (G) and blue (B) components, which are combined using a high-efficiency optical engine for full color image projection. The three-chip design results in naturally exquisite color reproduction.

2. Exclusive Genessa*1 "image intelligence" high quality image reproduction technology

The image processing device, which determines image quality factors such as brightness and color reproduction, uses an integrated 32-bit CPU for image processing. JVC's original high-resolution imaging technologies have been refined over many years to delivery realistic and exciting high-resolution images. Exclusive technologies include Intelligent Gamma Technology for optimized gradient correction, and Color Creation Technology for vivid memory color reproduction.

3. 198-watt reduced power consumption, outperforming a 32-inch CRT television or 40-inch LCD television*2

*2: Comparison with our latest models. JVC's 32-inch CRT TV=205-watt and 40-inch LCD TV=256-watt.

4. Flat design with less depth than a 21-inch CRT television, enabling compact placement in living room corners

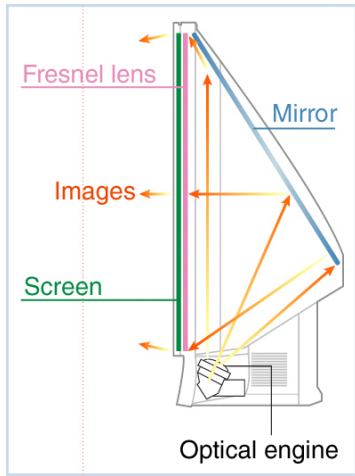
The 61-inch (HD-61MD60) model has a depth of just 47 cm, which is less than the 48.2 cm depth of JVC's 21-inch CRT television. The side frame and rear design form a compact trapezoid, enabling the unit to fit in the same corner space as a 36-inch CRT television. The 61-inch model weighs just 46.3 kg, which is less than the 48.5 kg weight of JVC's 29-inch CRT television.

5. Comfortable audiovisual functions*3

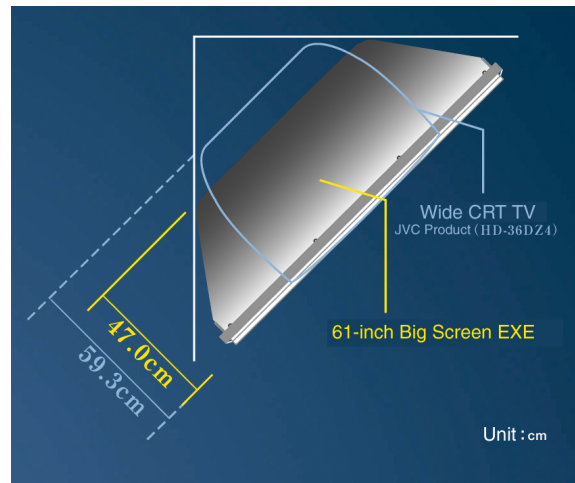
*3: Please refer the detailed information on page 4.

- 1) TV Guide supports terrestrial, broadcasting satellite and 110-degree CS digital broadcasts and terrestrial analog Broadcasts, and greatly enhances ease of finding programs.
- 2) An HDMI compatible input offers an uncompressed solution to the transmission and display of HD video and audio content.
- 3) Featuring Oblique Cone speakers and a tuned bass reference box construction for powerful audio reproduction.

6. Compact and stylish design as flat panel screen TVs



Structure Image of HD-61/52MD60



Installation Image of HD-61MD60 in the corner space

Exclusive Genessa*1 “image intelligence” high quality image reproduction technology

The Genessa LSI is offering an integrated 32-bit CPU to perform dedicated image processing for image quality management of characteristics such as brightness and color reproduction. The Genessa LSI incorporates JVC proprietary technologies refined over many years for high quality image reproduction.

1. New Intelligent Gamma Technology delivers automatic, optimized gradient correction

In using up to two million patterns, Intelligent Gamma Technology utilizes massive computing performance to analyze the unique characteristics of each image scene. It performs optimized gamma gradient correction in real time; combined with automatic 16-dimension management to deliver more life-like images.

2. Color Creation Technology for vivid color reproduction

Color Creation Technology corrects red, green, blue, and yellow as well as skin tones individually without affecting other colors. By maintaining balanced and natural color tones throughout images, Color Creation Technology reproduces more vivid colors and fine gradients in dark image areas, resulting in deep images with subtle color tone variations.

Detailed information regarding various comfortable audiovisual functions

1. TV Guide*4 supports terrestrial, broadcasting satellite and 110-degree CS digital broadcasts and terrestrial analog broadcasts, and greatly enhances ease of finding programs and setting recording timers

- Programs from terrestrial analog broadcasts can be reserved up to eight days in advance for enhanced ease of use.
- Finds programs by genre, keyword, or person names.*5

*4: “TV Guide” refers to the Electronic Program Guide (EPG) service operated in Japan by Interactive Program Guide (IPG) Inc., in cooperation with Megaport Broadcasting Inc. The service is based on G-Guide EPG technology, which is the intellectual property of U.S.-based Gemstar-TV Guide International, Inc. IPG offers G-Guide data broadcasts in Japan under contract from Gemstar-TV Guide International, delivering EPG services that cover all broadcast forms including terrestrial analog, broadcasting satellite analog, broadcasting satellite digital, and 110-degree Comsat digital broadcasts. Gemstar-TV Guide International, Inc. owns the copyright to G-Guide and the G-Guide logo in Japan.

*5: Program searches using keywords and person names are not supported for terrestrial digital broadcasts.

2. An HDMI compatible input offers an uncompressed solution to the transmission and display of high HD video and audio content.

3. Integrated speakers tailored for large screens

- Featuring 10 cm Oblique Cone speakers renowned for high-quality audio reproduction, and a tuned bass reference box construction for powerful audio reproduction.
- JVC's exclusive AHS (Advanced Hyper Surround) circuitry and Alpha Sound circuitry deliver powerful surround sound with precise surround placement.

Optional Accessories:

- **Power Supply Lamp “TS-CL100J”** MSRP: 15, 750 yen (tax included)
- **System Rack for Projection TVs**
 - “LK-FD5261-S”(White) MSRP: 168, 000 yen (tax included)
 - “LK-FD5261-DA”(Deep dark) MSRP: 168, 000 yen (tax included)
- **AV System Unit “LK-F220-DA”** MSRP: 236, 250 yen (tax included)
- **AV System Rack “LK-F150-DA”** MSRP: 157, 500 yen (tax included)

Major Specifications

Model Name		HD-61MD60	HD-52MD60
Display Size (W x H x Diagonal)		61-inch (1,350×760×1,550 mm)	52-inch (1,150×650×1,320 mm)
Device	Format	D-ILA device in a three-chip design	
	Size/ Resolution	Diagonal 0.7-inch/ 1,280x720 pixels	
	Aspect ratio	16:9	
Power source		110-watt UHE (ultra high pressure mercury) lamp	
Receptive channels		VHF: 1-12ch, UHF13-62ch., CATV: C13-C38 Terrestrial Digital: 001-999ch (Supports CATV pass through) Broadcasting Satellite Digital:001-999ch, 110-degree CS digital: 001-999ch	
Terminals	D4 input	1	
	Component video input	1	
	HDMI terminal	1	
	Video input	3 x 3	
	S Video input	3 x 3	
	iLink input, output	2 (4pin S400)	
	LAN terminal	1 (10BASE-T)	
	Optical digital audio output	1 x 1 (AAC/ 2ch linear PCM)	
	Other terminals	Recording output and monitor output terminal, video remote controller, telephone line (2,400bps), headphone output	
Power source		100V	
Power Consumption		198-watt (0.5-watt while standby)	
Total Audio Output		20-watt (10-watt x 2)	
Speakers		10cm Oblique Cone speakers x 2	
Dimensions (W x H x D)		1,456×1,042×470mm	1,264×914×412mm
Mass		46.3kg	39.8kg
Provided Accessory		Remote control with illuminated buttons	

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