



The Perfect Experience

PRESS Release

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For the Japanese Market Only:

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JVC Announces Four New LCD TVs with Newly Developed New Genessa "Image Intelligence" Technology

*LT-37/ 32/ 26LC70 and LT-40LH700 High-Definition LCD TVs with Terrestrial/ Broadcast Satellite/ 110-Degree CS Digital Tuner
37-inch Model Features Industry's First Clear Motion LCD Driver,
40-inch Model Sports Full High-Definition Panel*

Victor Company of Japan, Ltd. (JVC) will release four new EXE Series High-Definition LCD TVs, the LT-37/ 32/ 26LC70 and LT-40LH700, featuring JVC's New Genessa*¹ "Image Intelligence" comprehensive intelligent control system that dramatically improves image processing performance. The new models have a built-in terrestrial/broadcast satellite/110-degree CS digital tuner that reproduces beautifully detailed images.

*¹ Genessa is also known outside Japan and the USA as DynaPix or DIST technology.

The 37-inch LT-37LC70 features the industry's first*² clear motion LCD driver, which enables viewers to enjoy sharp images without visible blurring or ghost images in scenes with fast motion. The 40-inch LT-40LH700 comes with a full HD panel (1,920 H x 1,080 V pixels) that faithfully reproduces high-resolution digital HD images in their natural beauty.

*² As of September 28, 2005.

Product Description	Family Series	Size	Product Name	Major Features	MSRP (Including Tax)	Release Date	Monthly Production
High-Definition LCD TV with Terrestrial / Broadcast Satellite / 110-Degree CS Digital Tuner	EXE	40-inch	LT-40LH700	Full High-Definition Panel	Open Price	Early Nov.	Total 30,000 Units
		37-inch	LT-37LC70	Clear Motion LCD Driver			
		32-inch	LT-32LC70	New Genessa "Image Intelligence"		Late Oct.	
		26-inch	LT-26LC70				



Features Full High-Definition Panel
LT-40LH700



Features Clear Motion LCD Driver
LT-37LH70



LT-32LC70



LT-26LC70

Major Features in All Four Models

1. New Genessa “Image Intelligence” Technology Dramatically Improves Image Processing Power

Last year JVC developed the Genessa “Image Intelligence” image processing LSI that won praise for the extremely realistic high-resolution images it produced. Now, JVC has newly developed the New Genessa “Image Intelligence” comprehensive intelligent control system that includes sharpness and noise processing for dramatically improved image processing performance. The new technology, featured in all four new models, significantly enhances image optimization according to the scene for sharp, beautiful images that deliver realism and depth.

2. User-friendly Audio-Visual Features

- 1) Built-in terrestrial / broadcast satellite / 110-degree CS digital tuner with TV Guide function
- 2) Ample input / output connectors including HDMI connector
- 3) TV “Hearing Aid” function makes news and show dialogue easier to understand.



LT-32LC70

Major Features of 37-inch LT-37LC70

Features Industry’s First Clear Motion LCD Driver, Greatly Reduces Ghosting

In contrast to typical TVs that produce images at 60 frames per second, the LT-37LC70 uses a high-precision interpolation algorithm to produce images at 120 frames per second, leading to a significant reduction in blurring or ghost images that are common on conventional LCD displays. Fast-moving scenes such as scrolling text and sports action are reproduced in bright, clear, and realistic images.

Major Features of 40-inch LT-40LH700

Full HD Panel Faithfully Produces High-Resolution Digital HD Images

The LT-40LH700 features a full HD panel (1,920 H x 1,080 V pixels) that is capable of displaying digital broadcast HD signals (1080i) as is. Viewers can enjoy high-resolution digital HD images in their natural beauty.

Development Concept

The number of Japanese households receiving satellite digital broadcasts at the end of August 2005 had exceeded 10 million. Areas capable of receiving terrestrial digital broadcasts are also rapidly growing, with approximately 60% of Japanese households are expected to receive terrestrial digital broadcasts by the end of the year. The demand to be able to enjoy high-resolution

digital broadcasts will continue to grow stronger.

Given these circumstances, JVC has planned and developed the LT-37/ 32/ 26LC70 and LT-40LH700 EXE Series High-Definition LCD TVs with terrestrial / broadcast satellite/110-degree CS digital tuner LCD TVs in slim design, enabling viewers to fully enjoy the digital HD experience.

The four new models feature newly developed New Genessa “Image Intelligence” technology with a comprehensive intelligent system that greatly improves the image processing performance of JVC’s well received Genessa “Image Intelligence” image processing chip, resulting in a significant reduction of noise and jaggies that cause the deterioration of image quality. The new models also feature functions that will ensure comfortable use into the future, including an HDMI digital interface and the TV “Hearing Aid” feature for clearer hearing of broadcasts.

The 37-inch LT-37LC70 features the industry’s first clear motion LCD driver, which greatly reduces the presence of blurring and ghost images, a common phenomenon on conventional LCD displays. The 40-inch LT-40LH700 features a full HD panel (1,920 H x 1,080 V pixels) that enables viewers to enjoy high-resolution digital HD images in their natural beauty.

Major Specifications

Model name	“LT-40LH700”	“LT-37LC70”	“LT-32 LC70”	“LT-26 LC70”
Power source	AC 100V (50/ 60Hz)			
Display size (Width x Height x Diagonal)	40-inch 88.5cm x 49.8cm x 101.8 cm	37-inch 82.6cm x 46.7cm x 94.9 cm	32-inch 69.7cm x 39.2cm x 80.2 cm	26-inch 56.5cm x 31.8cm x 64.8 cm
Aspect ratio	16:9			
Pixel numbers	Approx. 6.22 mega-pixels (1,920 H x 1,080 V dots x RGB3)	Approx. 3.15 mega-pixels (1,366 H x 768 V dots x RGB3 <W-XGA>)		
Viewable angle	170-degree up and down, from right to left			
Brightness (Maximum quantity of LCD modules)	500 cd/ m ²	500 cd/ m ²	500 cd/ m ²	500 cd/ m ²
Dimensions (Width x Height x Dimension)	100.0cm x 73.4cm x 11.8cm	92.6cm x 68.7cm x 11.9 cm	80.8 cm x 62.1 cm x 11.5 cm	70.3 cm x 54.7 cm x 11.5 cm
Weight (including the TV stand)	32.0kg	26.5kg	19.5kg	17.0kg
Power Consumption	261-watt (0.4-watt while a remote controller is standby)	195-watt (0.4-watt while a remote controller is standby)	168-watt (0.2-watt while a remote controller is standby)	136-watt (0.2-watt while a remote controller is standby)
Total audio output	10W + 10W			
Receptive channels	VHF: 1~12ch, UHF:13~62ch., CATV: C13~C38 Terrestrial digital: 000~999ch (supports CATV Pass Through) Broadcasting satellite digital: 000~999ch 110-degree Comsat digital: 000~999ch			

Input/ Output Terminals	HDMI terminal	2 x 2	1 x 1
	D4	1 x 1	
	Component input	1 x 1	
	Video input	3 x 3	
	S Video input	2 x 2	
	RGB input	1 (D-sub 15 pin)	
	i.LINK input and output	2 (4pin S 400)	
	LAN terminal	100BASE-TX/ 10BASE-T x1	
	Optical digital audio output	1 x 1 (AAC/ 2ch linear PCM)	
	Other terminals	Motor output and recording output terminal, video remote controller, telephone line (2,400 bps), and headphone terminal	

*i. LINK is a nick name of IEEE (institute of Electronics and Electronics Engineers) 1394-1995 and its extended specifications.

i. LINK and its logo are registered trade marks of Sony Corp.

HDMI (High-Definition Multimedia Interface) and its logo are registered trade marks of HDMI Licensing LLC.

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