



The Perfect Experience / —

PRESS Release

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JVC Exhibits Premium, Stylish and Professional Products at CEATEC JAPAN 2008

JVC presents:

- 1. Premium products embodying commitment and passion*
- 2. Stylish products creating a stylish life*
- 3. Professional equipment offering system solutions*

Victor Company of Japan, Limited (JVC) will exhibit premium, stylish and professional products at CEATEC JAPAN 2008, to be held from Tuesday, September 30 through Saturday, October 4 at the Makuhari Messe Nippon Convention Center.

Under the theme "The Perfect Experience", JVC will show products that create first class and ideal experiences with music and images using JVC Premium Technologies, and propose a richer life for customers.

Highlights of JVC Exhibit - JVC booth number: 1A05 in Hall 1

■ Visual Corner

- Demonstration of 8K high *1.1 million to 1* contrast ratio D-ILA projector using newly-developed *8K 8192x4320 (35..4 Megapixel)* D-ILA device
- 200 inch theater featuring DLA-SH4K 4096x2400 (10 megapixel) D-ILA projector (tickets to be distributed)
- Home theater based on the new DLA-HD750 Full HD Home Theater D-ILA projector (tickets to be distributed)
- JVC's original Display technologies such as real time conversion of normal 2D video into 3D video technology demonstration and more.

■ Camcorder Corner

- Touch & Try Corner to experience Everio Hard Disk Camcorders
- "You Tube Upload" demonstration using Everio GZ-MS100 Camcorder

■ Audio Corner

- Audio listening room for new SX-M7 and SX-M3 magnesium cone speakers (tickets to be distributed)
- K2 technology audio exhibitions, demonstrations and seminars
- Audio listening room for new Wood Cone Speaker equipped EX-AR3 DVD-Audio compact component system
- Listening opportunities for new headphone products

■ Professional Equipment Solutions Corner

- Surveillance cameras and other security systems
- Energy-saving broadcast production equipment
- Digital signage to attract customers into stores



Image picture of JVC booth

JVC at CEATEC JAPAN 2008

1. Duration: Tuesday, September 30 – Saturday, October 4, 2008 (5 days)
 - (1) Private Premiere: Tuesday, September 30, 10:00 – 12:00
 - (2) Open to Public: Tuesday, September 30, 12:00 – 17:00
Wednesday, October 1 – Saturday, October 4, 10:00 – 17:00
2. Venue: Makuhari Messe (2-1 Nakase, Mihama-ku, Chiba)
3. Sponsorship: CEATEC JAPAN Organizing Committee
Communications and Information network Association of Japan (CIAJ)
Japan Electronics and Information Technology Industries Association (JEITA)
Computer Software Association of Japan (CSAJ)

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