



The Perfect Experience

PRESS Release

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For Immediate Release:

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Shown: DLA-HD750-B



Shown: DLA-HD350-B/W Black and White models

JVC Launches New D-ILA Home Theater Projectors, Officially Reveals Highest Contrast, Brightest Ever Home Theater D-ILA Technology

DLA-HD750: THX® Certified with 50,000:1 contrast ratio, highest in the industry
DLA-HD350: with 30,000:1 contrast ratio, in White and Black body

***New front projectors offer industry's highest native contrast ratios, brighter images,
deep black levels, quiet running, ease of use and flexible set-up***

Tokyo, September 25, 2008 - Victor Company of Japan, Limited (JVC) expands its award-winning line of D-ILA home theater projectors with the launch of two new full high-definition models. With advance samples shown previously this month in the US and Europe at CEDIA and IFA, JVC is for the first time officially revealing the final specifications with industry highest native contrast ratio of 50,000:1 for the THX® Certified* model. The new JVC projectors establish new benchmarks in performance and value, breaking new ground in color accuracy, black levels, ease of use and flexible adjustment. Like current highly-acclaimed JVC projectors, they achieve unprecedented contrast ratios without the use of a dynamic iris, and in fact both models offer the highest native contrast ratios among all currently available home theater projectors.

The new projectors are the DLA-HD750 and DLA-HD350, to be marketed globally by JVC's consumer group.

<Main Features>

1. Industry highest native contrast ratio 50,000:1

Also officially announced for the first time is a change to the structural design of the optical section from a conventional L-shape with a mirror to a straight configuration helped to reduce the loss of light. JVC now reveals that by combining this new structure straight from the lamp to lens with a new highly efficient lamp, a brightness of 900 lumens was realized for the DLA-HD750 and 1000 lumens for the DLA-HD350. What's more, integrating JVC's proprietary D-ILA device with the wire-grid optical engine provided very high contrast. And, by equipping the newly developed lens with a fixed aperture to help eliminate unnecessary light that reduces contrast levels, it was possible for the DLA-HD750 to achieve the industry's highest native contrast ratio of 50,000:1**, and 30,000:1 for the DLA HD350.

** As of September 2008; native contrast of 50,000:1 for home theater projector class (JVC survey).

2. THX Certified Display

THX will certify the DLA-HD750 for all worldwide markets to ensure accurate and exceptional picture quality in the home theater environment. A trusted cinema and consumer brand, THX certification provides JVC a means to further differentiate its projectors from competitive offerings and communicate a clear message about quality to customers.

With a strict focus on image quality and signal processing performance, THX certification promises that the HD750 is capable of presenting a wide range of video content at maximum resolutions with the correct color and luminance levels. In addition, THX has created a battery of signal processing tests that challenge the projector's scaling, motion conversion and de-interlacing capabilities. This type of in-depth analysis predicts how the HD750 will present a variety of high definition and standard definition content.

The JVC HD750 will also feature THX movie mode, a pre-calibrated video setting for watching movies on DVD, Blu-ray HD or broadcast television. This playback feature is designed to recreate the cinema experience at home by setting the display's gamma, luminance, color temperature and other settings to mirror those used by filmmakers in post-production. THX movie mode also ensures projector brightness is optimal for large screen viewing.

* THX certification is pending final testing and approval by THX Ltd.

3. Automatic lens cover

Unique automatic lens cover that opens and closes with power on/off to protect against dust, so even if the projector is installed up on the ceiling, you're assured of easy, trouble-free operation via the remote controller.

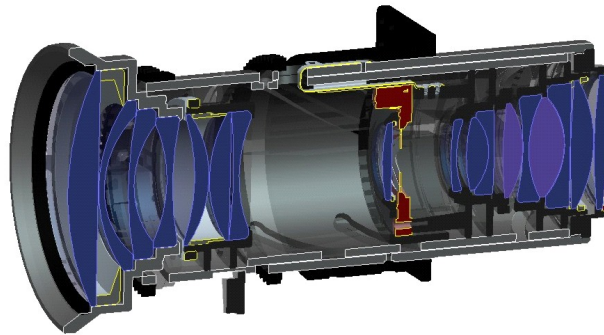


4. High-Performance 2x motorized zoom lens

The newly developed high-performance 2x zoom lens with motorized focus features a large diameter, all-glass lens system with 17 elements in 15 groups that includes a low dispersion ED lens to project a full HD image with exceptional focus depth, so the high resolution picture's pixels remain precisely focused on the screen for perfect sharpness of detail. And to display the deepest black possible, this new high-precision lens is also equipped with a 16-step* lens aperture that allows adjustment of brightness according to user preferences. What's more, the high density, high MTF, high-precision lens also reduces chromatic aberration and color bleeding significantly.

* 3-step for the DLA-HD350.

Motorized focus also allows users to enjoy razor-sharp image reproduction with multiple image sizes, even in smaller rooms where recommended viewing distances to the screen are not possible.



5. Color management for excellent color rendition

The DLA-HD750 features color management that interpolates colors individually by R, G, B, C, Y, or M, in three separate axes of color phase, chroma saturation and brightness. Up to three customized color settings can be stored for future use

6. Quiet operation

Thanks to the enhanced efficiency of the cooling system, fan noise has been reduced to 19dB*, enabling the viewer to better concentrate on what's being shown on the screen even in a very quiet room.

<Other Features>

-The Reon VX processor developed by Silicon Optix provides excellent "Hollywood Quality Video" (HQV) image reproduction (RNR, MNR, BAR), assured by highly accurate I/P conversion and pixel conversion for scaling. Processing features full 10bit 4:4:4 signal processing, mosquito and block noise reduction, chroma sampling and scaling error reduction

-Setup is easy with the ± 80 percent vertical and ± 34 percent horizontal motorized lens shift function that allows the projected picture to be moved horizontally or vertically via the remote

control. When positioning the projector outside the lens shift coverage area, digital keystone correction helps to make distorted images more natural.

- Manual adjustment of the gamma curve is possible via an on-screen display, allowing the viewer to adjust projector luminance levels by either increasing contrast in scenes that are too dark or dimming washed-out scenes to ensure precise brightness levels suited to individual preferences. Up to three settings can be adjusted and stored for future use.

-The projectors comply with HDMI version 1.3 (Deep Color/CEC) specifications, which provide for billions of colors and reproduce subtler shades of grey, and CEC compatibility for system control, including one touch play and system standby from source equipment.

-12-volt trigger that can be used to automatically raise and lower a screen or draw curtains or it can be linked to engaging the V-Stretch mode and move an optional anamorphic wide screen lens system into place.

<Product Concept>

DLA-HD100 and DLA-HD1 which JVC introduced in 2007 are greatly accepted by the market because of their high quality picture and deep black level with the high native contrast ratio. With Advances in the DILA device, JVC decreased orientation irregularities by reducing the gaps between pixels, adopting improved liquid crystals and other innovative technologies, enabling the device to achieve exceptional contrast ratios by a significant reduction in stray light caused by phenomena such as the dispersion and diffraction of reflected light.

At the same time, demand increases in the market to enjoy the larger screen, higher quality home theater thanks to spreading Blu-ray hardware and content and digital broadcasting channels with high definition content. Considering this environment, JVC developed the DLA-HD750 and DLA-HD350 for upgraded black levels with higher contrast ratios and crisp clear picture quality, having more flexibility for setting and ease of use. The new projectors are about 10 percent more compact overall than previous JVC models. The body is now more than 20 percent less wide with reduced weight.

The DLA-HD750 again achieves the industry highest native contrast ratio 50,000:1 by renewing the construction of the optical engine and the use of a new high efficiency lamp. This premium model is THX certified for high-end users. The DLA-HD350, 30,000:1 native contrast ratio, achieves a brightness of 1,000 lumens for a wide range of usage in the theater room or living room.

The DLA-HD350 will be available in either glossy piano black or glossy white in November, and the DLA-HD750, available in a pearl black finish, will be available in December. In Japan, the DLA HD 350 will be available for 525,000 yen and the DLA HD750 for 735,000 yen.

Specifications

	DLA-HD350	DLA-HD750
Device	0.7inch D-ILA x3	
Resolution	1920 x 1080 pixels	
Lens	2x motorized zoom & focus, f=21.4mm - 42.8mm, F=3.2 - 4	
Lens shift	±80% Vertical / ±34% Horizontal (motorized)	
Projection size	60 - 200 inches	
Light source lamp	200W UHP	
Brightness	1,000lm	900lm
Contrast ratio	Native:30,000:1	Native:50,000:1
Terminals	HDMI(ver.1.3) x2 Component x1(RCA) S-Video x1(mini DIN) Composite x1(RCA) RS-232C(D-sub 9-pin)	HDMI(ver.1.3) x2 Component x1(RCA) S-Video x1(mini DIN) Composite x1(RCA) PC x1(D-Sub 15-pin) Trigger x1(mini jack) RS-232C(D-sub 9-pin)
Video input signal	480i/p, 576i/p, 720p 60/50, 1080i 60/50, 1080p 60/50/24	
PC input signal	Digital	VGA/SVGA/XGA/WXGA/WXGA+/SXGA/WSXGA+/WUXGA
	Analogue	- VGA/SVGA/XGA/WXGA/WXGA+ /SXGA/SXGA+/WSXGA+
Noise level	19dB (Normal mode)	
Power requirement	AC 110V-240V, 50/60 Hz	
Power consumption	280W (Stand-by mode:1W)	
Dimensions WxHxD	365 x 166 x 478 mm, 14 3/8 x 6 1/2 x 18 7/8 inches	
Weight	11.0kg , 24.3 lbs	

* THX certification is pending final testing and approval by THX Ltd.

Specifications are subject to change

Typical Projection Distance

Display size <16:9>			Projection distance	
inch	W (mm)	H (mm)	Wide (m)	Tele (m)
60	1,328	747	1.8	3.7
100	2,214	1,245	3.1	6.2
200	4,427	2490	6.1	12.3

* Projection distances are design specifications, so there is a ±5% variation.

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