



The Perfect Experience

# PRESS Release

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For the Japanese Market Only:

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## JVC Releases HD-70/61/56MH700 Full HD Rear Projection TVs Supporting Terrestrial, Broadcast Satellite, and 110-degree CS Digital HD Broadcasts

*Includes 3-Chip Design Newly Developed High-Resolution Full HD "D-ILA" Device*

*Features New Genessa "Image Intelligence" Technology*

Victor Company of Japan, Ltd. (JVC) will release three new full HD rear projection TVs that feature a newly developed D-ILA (Direct-Drive Image Light Amplifier) device with full HD resolution (approx. 2.07 million pixels: 1,920 horizontal x 1,080 vertical) as well as new Genessa\*1 "Image Intelligence" technology, a total intelligent control system that dramatically improves image processing power. The new sets are available in 70-inch (HD-70MH700), 61-inch (HD-61MH700), and 56-inch (HD-56MH700) sizes, and support terrestrial, broadcast satellite, and 110-degree CS digital high definition broadcasts.

\*1: Genessa is a marketing name 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.

The company has positioned the three new sets as the top models of large-screen flat panel televisions. These products are designed to meet the rapidly growing demand for large-screen full HD televisions in Japan, which has been driven by the widespread availability of terrestrial and broadcast satellite digital television broadcasts.

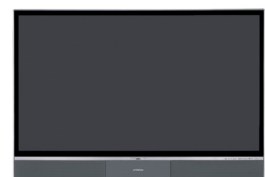
| Product Description  | Product Family | Size    | Model No.  | MSRP (tax included) | Release Date   | Monthly Production |
|--|----------------|---------|------------|---------------------|----------------|--------------------|
| Full HD Rear Projection TV Supporting Terrestrial, Broadcast Satellite, and 110-degree CS Digital Broadcasts | Big Screen EXE | 70-inch | HD-70MH700 | 1,260,000 yen       | Mid-October    | Total 2,000 units  |
|  |                | 61-inch | HD-61MH700 | 892,500 yen         | Early November |                    |
|  |                | 56-inch | HD-56MH700 | 840,000 yen         | Mid-October    |                    |



HD-70MH700



HD-61MH700



HD-56MH700

## **Main Features**

### **1. Three-chip design using newly developed full HD D-ILA device**

Despite its compact 0.7-inch diagonal size and full HD capability with approx. 2.07 million pixel resolution, the new device delivers a high 89% aperture ratio. The device uses JVC original technology to deliver high reflectivity equivalent to JVC's approx. 920,000 pixel, 720p device and reproduce beautiful, high-resolution images that fill the screen with bright, smooth colors. The three-chip design results in naturally exquisite color reproduction.

### **2. Newly developed high-performance optics engine improves contrast and brightness**

A smaller deflection beam splitter results in a reduced optical path length, and a new lens system leads to improved light transmission and better brightness and contrast. In addition, a new optical iris control has been added. A high precision lamp brightness control mechanism results in improved reproduction and harmony of blacks.

### **3. New Genessa "Image Intelligence" image reproduction technology dramatically improves resolution processing**

Last year, JVC developed Genessa "Image Intelligence", the LSI designed specifically for image processing with a built-in CPU. JVC's major TV models equipped with Genessa have received acclaim for their realistic high-resolution images. In addition to significant improvements in image processing that make it compatible for use in large-screen full HD televisions, the newly developed New Genessa "Image Intelligence" high-resolution image technology featured in the newest models greatly reduces noise and jaggies in broadcast images.

### **4. 70-inch large-screen size but lower power consumption than 40-inch LCD display**

The 70-inch HD-70MH700 consumes only 221-watt of power, which is less than the power consumed by JVC's 40-inch LCD TV (256-watt). The 61-inch HD-61MH700 and 56-inch HD-56MH700 both have a power consumption of 217-watt.

### **5. The 70-inch HD-70MH700 has a depth of only 51.9 cm, which is almost the same depth as JVC's 29-inch CRT TV (51.8 cm).**

### **6. Comfortable audiovisual functions**

- 1) Built-in terrestrial, broadcast satellite, and 110-degree CS digital tuner with integrated TV guide
- 2) Numerous input and output terminals including HDMI input
- 3) "Hearing Aid System" for TV feature makes watching the news and TV shows easier to understand

### **7. Innovative, stylish design using slim frame**



**Image of HD-70MH700**

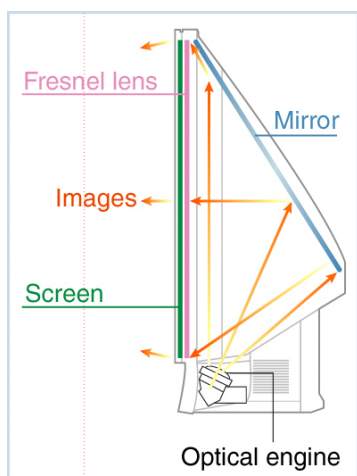
## **Development concept**

The environment for viewing HD images is expanding with the widespread acceptance of broadcast satellite digital broadcasts and wider reception areas for terrestrial digital broadcasts. These changes have created rapidly growing demand for powerful large-screen televisions that offer high-resolution full HD images.

In response, in May of this year, JVC released two rear projection TVs in the Big Screen EXE family series, the HD-61MD60 and HD-52MD60, which are positioned as top models of large-screen flat panel televisions. These models feature JVC's unique D-ILA high-resolution reflective liquid crystal device (720p: 1,280 vertical pixels x 720 horizontal pixels=920,000 pixels). To further satisfy the growing demand for large-screen full HD televisions, JVC has developed a new 0.7-inch full HD D-ILA device for use in high-resolution rear projection TVs (announced on August 5).

The three new full HD rear projection TVs with terrestrial, broadcast satellite, and 110-degree CS digital tuner HD-70M700 (70-inch), HD-61MH700 (61-inch), and HD-56MH700 (56-inch) in the Big Screen EXE family series are positioned as the top models of the two 720p type televisions already on the Japanese market.

The highly acclaimed Genessa "Image Intelligence" high-resolution image technology, the LSI designed specifically for image processing with a built-in CPU has been redesigned for use in large-screen full HD TVs. In addition, new Genessa "Image Intelligence" large-screen high-resolution image technology has been newly developed to greatly improve noise and jaggies that deteriorate image quality.



**Structure Image of Rear Projection TVs**



**Installation Image of  
70-inch model in a living room**

### Optional Accessories:

- **Power Supply Lamp “TS-CL110J”** MSRP: 15, 750 yen (tax included)
- **System Rack for Rear Projection TVs**
  - “LK-FD70” MSRP: 147, 000 yen (tax included) \*For 70-inch
  - “LK-FD5261-S”(Silver) MSRP: 168, 000 yen (tax included) \*For 61-inch and 52-inch
  - “LK-FD5261-DA”(Deep dark) MSRP: 168, 000 yen (tax included) \*For 61-inch and 52-inch
- **AV System Unit “LK-F220-DA”** MSRP: 236, 250 yen (tax included) \*For 61-inch and 52-inch
- **AV System Unit “LK-F150-DA”** MSRP: 157, 500 yen (tax included) \*For 61-inch, 56-inch, & 52-inch

### Major Specifications

| Model Name                  |                              | HD-70MH700   | HD-61MH700                        | HD-56MH700                      |
|-----------------------------|------------------------------|--|-----------------------------------|---------------------------------|
| Display Size<br>(W x H x D) |                              | 70-inch<br>(1,550×872×1,778 mm)  | 61-inch<br>(1,351×760×1,550 mm)   | 56-inch<br>(1,240×698×1,423 mm) |
| Device                      | Format                       | Full HD D-ILA device in a three-chip design  |                                   |                                 |
|                             | Size/ Resolution             | Diagonal 0.7-inch/ 1,920x1080 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<br>Terrestrial Digital: 000-999ch (Supports CATV pass through)<br>Broadcasting Satellite Digital: 000-999ch,<br>110-degree CS digital: 000-999ch |                                   |                                 |
| Terminals                   | HDMI input                   | 2  |                                   |                                 |
|                             | Component video input        | 1  |                                   |                                 |
|                             | D4 input                     | 1  |                                   |                                 |
|                             | PC input                     | 1 (XGA/60Hz, VGA/60Hz)   |                                   |                                 |
|                             | S Video input                | 3 x 3  |                                   |                                 |
|                             | Video input                  | 4 x 4  |                                   |                                 |
|                             | i.LINK input/output          | 2 (4pin S400)  |                                   |                                 |
|                             | LAN terminal                 | 1 (10 BASE-T/ 100 BASE-TX x 1)   |                                   |                                 |
|                             | Optical digital audio output | 1 x 1 (AAC/ 2ch linear PCM)  |                                   |                                 |
|                             | Other input/output           | Recording output and monitor output, video remote controller, telephone line (2,400bps), headphone terminal  |                                   |                                 |
| Power source                |                              | 100V   |                                   |                                 |
| Power Consumption           |                              | 221-watt (0.5-watt while standby)  | 217-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)      |                              | 1,626×1,168×519mm  | 1,456×1,043×467mm                 | 1,318×967×434mm                 |
| Mass                        |                              | 72 kg  | 47 kg                             | 43 kg                           |

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