PRESS RELEASE

**HD World 2009**

**550/950 projectors**

**JVC (UK)**

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**JVC DLA-HD550 & DLA-HD950 Press Release**

For many years now JVC has been the pioneers of D-ILA projectors and their innovative technologies. JVC has earned a well-deserved reputation for excellence worldwide by receiving a number of distinguished awards from the electronics industry. JVC is proud to introduce the new DLA-HD950 and DLA-HD550 D-ILA Full HD projectors, with the aim of recreating the quality of film in movie theatres, at home, now a step closer to reality.

**Exceptionally high contrast ratio**

The new 2009 JVC D-ILA front projector models incorporate a number of advanced technologies such as JVC's proprietary D-ILA device, a wire-grid optical engine, and high-performance lens. But what really differentiates JVC's D-ILA projectors from others is that they do not employ a dynamic

iris. JVC's D-ILA projectors instead use a fixed aperture to eliminate unnecessary light that can lower contrast levels, making possible some of the industry's highest native contrast ratios. Innovations such as these and many other superb features enable the DLA-HD950 to achieve an exceptionally high native contrast ratio of 50,000:1.

In addition to this, JVC has enhanced brightness (extended white peak) and deeper, richer blacks (wide dynamic range) to ensure image reproduction that is vivid and full of depth, making these projectors perfectly suited for viewing diverse content such as movies, computer games, music videos as well as live concert performances and sports programmes.

**Clear Motion Drive**

For the first time, JVC is implementing Clear Motion Drive technology into its projectors. This is a new addition that successfully generates an accurate intermediate frame, even for images with fast-moving action, by employing a high-precision interpolation algorithm that strengthens the precision of picture-character detection. Whether the video signal source is 25/30 fps broadcast or or 24 fps movie content, viewers can enjoy smoother and clearer images with reduced motion blurring thanks to this unique interpolation technique that optimises the number of frames.

**Inverse telecine (reverse 2-3 pulldown)**

In order to display TV broadcasts or commercially available DVDs created using the 2-3 pull down process, the inverse telecine (reverse 2-3 pulldown) function found on JVC's D-ILA projectors re-converts the video source back to a 24 fps signal and displays it at double speed (or 48 fps), ensuring cinema-like viewing that is faithful to the original source.

**JVC's original picture modes**

Recreating the quality of film in movie theatres, with every nuance reproduced, was JVC's aim when equipping the D-ILA front projector models with original picture modes. Colours displayed by projectors and those found in film are processed differently as projectors display colours using an additive colour mixture method where RGB primary colours are layered on top of each other. On the other hand, film in movie theatres use a subtractive colour mixture method that filters CMY colours out of the light source. With the additive colour mixture method, colours become brighter as colours are added and due to an increase in energy, eventually turn white. However, the opposite can be said for the subtractive colour mixture method where colours become darker and eventually turn black. JVC engineers thoroughly analysed the two methods and succeeded in developing an optimised picture display by performing advanced processing using a built-in LSI. So this means that now what was once difficult to reproduce in the home environment such as the delicate textures and nuances of film can now be seen just like at a movie theatre.

**Screen Adjustment Mode**

As the quality of projected images may vary slightly depending on the type of screen and its RGB reflective characteristics, JVC's new D-ILA projectors have three screen adjustment modes that allow users to select the optimum mode to match screen characteristics for a more natural and balanced colour reproduction.

**High-performance 2x motorised zoom lens**

The high-performance 2x zoom lens with motorised focus features a large-diameter lens system to ensure the projection of full HD images with exceptional depth. In addition to display the deepest black possible, this lens is also equipped with a 16-step (DLA-HD950) lens aperture that enables adjustment of brightness according to user preferences and operating environments.

**Advanced video processor**

Both projectors incorporate the HQV Reon-VX video processor developed by Silicon Optix, which features precision I/P conversion and scaling with full 10-bit 4:4:4 signal processing.

**Certified by ISF (Imaging Science Foundation)**

The JVC DLA-HD950 projector has been licensed with the ISF $C^3$ (Certified Calibration Controls) mode, enabling trained users to professionally calibrate it to your choices of screen surface, lighting environments and video sources and then securely store precision settings into the projector. This helps to ensure reproduction of film or video content accurate to the source and excellent picture quality optimised for specific environments.

**Certified by THX**

The JVC DLA-HD950 projector features THX mode in Picture mode. This means the projector has passed the THX Certified Display Program, which is a series of tests conducted on display devices to verify the high definition display performance that home theatre enthusiasts demand today, ensuring that the projector will always deliver superb picture quality faithful to the source.

**Flexible and easy set-up**

Setting up the projector is easy as the ±80% vertical and ±34% horizontal lens shift function is powered, allowing the picture to be moved horizontally or vertically effortless via the remote controller. In addition, when positioning the projector outside of the lens shift coverage area, the Digital Keystone function with ±30° vertical and ±40° horizontal adjustment helps to make distorted images look more natural.

Also featured is an essential 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.

**Newly designed remote control**

The remote control unit for the new JVC D-ILA projectors has an attractive silver-grey colour that adds appeal to its performance. It also features well-positioned buttons for the picture modes (see page 3) and direct input selector (HDMI 1, 2, Component, Video, S-video and PC), which help to enhance user-friendly operation.

**Feature comparison**

| Model | Clear Motion Drive | Lens aperture | Inverse telecine | Colour Management | Screen adjustment | THX certification | ISF $C^3$ | 24P Direct output | V-stretch | Motorised lens cover |
|---|---|---|---|---|---|---|---|---|---|---|
| DLA-HD 950 | • | 16 steps | • | • | • | • | • | • | • | • |
| DLA-HD 550 | • | 3 steps | • | | • | | | • | • | • |

**DLA-HD990**

To complement the new range JVC are introducing a top - end derivative of the DLA-HD950, named the DLA-HD990. In addition to the specification shown above the DLA-HD990 will boast an unrivalled native contrast ratio of 70,000:1. This new contrast ratio is achieved by implementing a higher precision wire grid and a more defined D-ILA device. This model will be launching slightly later than the HD550 and HD950, with an October 2009 launch currently planned. Please note that the full projector specification is TBC at this time.

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For the latest product information please go to:

www.jvclatest.co.uk.

For images and product specification sheets please use our Databank website:

For access please email neilm@jvc.co.uk

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