
NEW JVC FULL HD LCD MONITOR TARGETS EXPERT HOME CINEMA ENTHUSIASTS, CUSTOM INSTALLERS AND DIGITAL SLR USERS

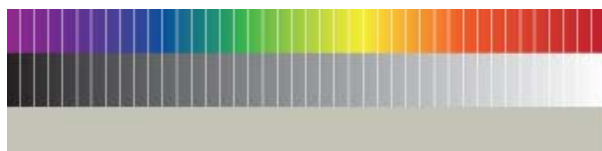


With wider colour space, 42-inch class super slim, lightweight Full HD monitor faithfully reproduces the colours, detail and texture of high resolution still photos made by digital SLR cameras and has a full colour management system to enable accurate reproduction of movies.

Establishing a new category in flat panel TV design, JVC launch a super slim LCD TV that features a colour space that is wider than a typical high definition TV's.

The new JVC LT-42WX70 is a 42-inch (107cm) full HD LCD TV monitor that targets the home cinema enthusiast/custom install market as well digital imaging professionals and enthusiasts using high-end digital SLR cameras. All of these groups will appreciate being able to see the subtle colours, details and textures of their still or moving images faithfully reproduced.

The monitor features expanded colour space capacity encompassing 100 percent of HDTV broadcasting's (ITU-R BT.709) colour space and 96 percent of Adobe RGB to provide accurate reproduction of both video and still photographs. The LT-42WX70 also features 52 picture-quality adjustment properties for easy accurate calibration of both still and video images source-by-source. In addition, the latest version of JVC's Dynapix HD Picture Engine produces video images without blur, colour bleed or noise for clear images with smooth movement



In addition to its advanced display technology, the LT-42WX70 offers JVC's groundbreaking design. The super slim TV is supported by an elegant, pedestal-style stand. The monitor is extremely light, enhancing placement possibilities. With an ENERGY STAR 3.0 rating, it draws very little power when operating.

Flexible High Technology from JVC

Depending on the source signal – video or stills – the user selects a colour mode from among Wide (the TV's colour space), Normal (ITU-R BT.709; HDTV standards), x.v.Colour (xvYCC extended gamut), sRGB (same primaries as HDTV) and Adobe RGB. sRGB and Adobe RGB colour spaces are used only for viewing digital still images. Digital photos taken using the Adobe RGB colours space and displayed on the LT-42WX70 in the Adobe RGB mode will be reproduced with colours faithful to the original.

The monitor encompasses 100 percent of the sRGB (which is equivalent to HDTV for video signals) colour space and a coverage rate of 96 percent for Adobe RGB, allowing the LT-42WX70 to fully reproduce the deeper reds and bluish greens that are a characteristic of Adobe RGB colour.

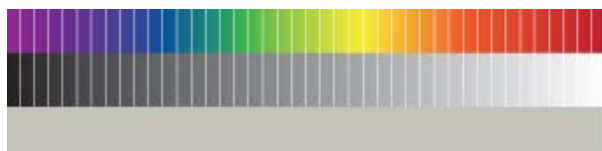
To fine-tune the colour for different sources, the LT-42WX70 features 52 on-screen image-quality adjustment properties that allow fine-tuning of colours, tint, gamma, and more, which can be memorized per source for future use. For example, individual colour management settings of red, yellow, green, cyan tints and colours, as well as skin tone tint can be adjusted on-screen using the supplied remote controller.

JVC's Individual Gamma Adjust System calibrates each panel's greyscale tones to gamma 2.2 to ensure displaying consistent and faithful colours regardless of the set or manufactured lot. This extra effort is put in because colour consistency between the source and display are essential when reproducing photos that are taken on digital SLR cameras or video from different sources.

Breaking new ground in performance for both moving as well as still images

To further ensure the best possible video quality, the set uses JVC's new high-quality Dynapix HD Picture Engine with 12-bit (x RGB = 36-bit) for truly accurate and natural colours. The Real Bit Driver processes in 12-bit, and so up-converts 8-bit HD broadcasting and DVD signals or 10-bit Blu-ray signals into 12-bit Deep Colour signals, regardless of the quality of the source signal, to achieve videos with smoother gradation. To compensate for colour bleed and colour drift caused by the gap in the source colour format and the LCD's colour space, the Chromaticity Point Conversion Circuit in the engine matches the colours so they are deep, natural and accurate

100Hz (PAL)Clear Motion Drive III (120Hz for NTSC video signals) in the engine reduces blurring on LCD TV, helping to make images with rapid movement clearer and smoother using a high-precision interpolation algorithm. The 3D real time, motion-estimated Hadamard noise reduction is applied to



eliminate noise while suppressing blur. Picture signal frequencies are also divided into 16 sections and noise reduction performed per section to produce images without noise while maintaining the realism and sharpness of the original picture.

Slim and lightweight - 43mm deep, and only 12.5kg without stand - the LT-42WX70 features a stylish black leather-like texture on its slim bezel that also helps to reduce glare. The flat rear panel is completely finished in metallic silver without any visible assembly screws or vents, providing a clean, attractive design and allowing for greater placement flexibility. To support the monitor, the supplied stand has a centre pillar that curves toward the front of the panel. The stand features a three-step height adjustment to further broaden installation possibilities and the TV can be easily removed from the stand for hanging from a ceiling or wall. In addition, the monitor comes equipped with a slim detachable stereo speaker that runs along the bottom of the panel. If an external sound source is to be used, the speaker module can be removed, giving the monitor an even sleeker, cleaner appearance. The simple and solid yet clearly distinctive design of the LT-42WX70 blends naturally with any given space.

An intuitive graphical on-screen display is easy to use via the included remote, and touch-panel operation makes essential TV operations available at the front panel. The remote can control other devices connected to the display via HDMI CEC

The LT-42WX70 features an array of connectors for video and still image viewing, including three HDMI CEC terminals, D-Sub 15pin with component video, and an audio input jack. These allow the user to easily perform various operations such as checking images by connecting directly to an digital SLR camera compatible with HDMI or component connector, editing stills on the large 42-inch screen by connecting it to a PC via a D-sub 15-pin, or even do a round of on-screen checks in accurate colours prior to outputting images to a high-resolution digital photo printer and thus save on expenses.

The LT-42WX70 will be available from May

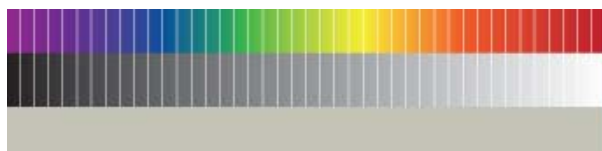


For the latest information please use

www.jvclatest.co.uk

For further information, please contact:

Andy Northwood • PR Manager • Marketing Department
JVC (UK) • JVC House • 12 Priestley Way • London • NW2 7BA
M: +44 7970 487642 • F: +44 20 8208 3038 • andyn@jvc.co.uk



JVC
The Perfect Experience

TIPA Awards 2009: BEST PHOTO DISPLAY - JVC LT-42WX70EU



JVC are proud to have won the TIPA Award for Best Photo Display for a new category of TV.

The TIPA Awards 2009 Official Citation is as follows:

“JVC’s LT-42WX70 is a whole new genre of TV, designed for users who wish to more fully enjoy viewing photographs taken on digital SLR cameras. In developing this unique TV with 96% Adobe RGB colour gamut, JVC focused not only on ensuring the breathtaking quality of full HD video images on the screen, but also on the faithful reproduction of colours, details, texture, nuances and special ambience that only high-definition digital SLR photographs can offer.”

The LT-42WX70 will be available from May



Please see the attached Press Release for the LT-42WX70

For further information, please contact:
Andy Northwood • PR Manager • Marketing Department
JVC (UK) • JVC House • 12 Priestley Way • London • NW2 7BA
M: +44 7970 487642 • F: +44 20 8208 3038 • andyn@jvc.co.uk

