

**D-ILA Projectors**

**DLA-X3, X7, X9**

**JVC (UK)**

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**JVC INTRODUCES THREE NEW 3D- READY D-ILA HOME THEATRE PROJECTORS  
WITH UP TO 100,000:1 NATIVE CONTRAST RATIO**

JVC today announce three new 3D-ready D-ILA projectors. All three models have native contrast ratios that are unmatched in the industry, with the top model delivering an astounding 100,000:1 native contrast ratio.

The new projectors are the DLA-X3, the DLA-X7 and the top-of-the-range DLA-X9. All models will be available in late November. They have a new cabinet design with centre mounted lens, symmetrical design and rear input terminals that allow more versatile positioning and mounting options. A glossy black finish cabinet is standard on all models, with white available as an option on the DLA-X3.

With a new generation D-ILA Optical Engine, JVC has dramatically improved projector picture performance. The D-ILA Device Driver and Wire Gird have been redesigned to reach the purest black level ever, as well as the smoothest gradation of colours. Using a combination of a new Short-Arc High Efficiency UHP Lamp with a 16 Step Lens and Lamp Double Aperture, the native contrast ratio is significantly increased. The brightness has also been increased to an incredible 1,300 ANSI lumens. In addition, Adobe RGB, DCI and sRGB colour profiles allow more accurate colours. Plus, JVC's double-speed Clear Motion Drive has been further improved to reduce motion blur, with the choice of Frame Interpolation and Black Frame Insertion.

The DLA-X7 and the DLA-X9 are THX® Certified to ensure exceptional picture quality for the home theatre environment. Based on the successful completion of a series of challenging signal processing tests, THX Certification ensures that projectors present a wide range of video content at maximum resolutions and with correct colour and luminance levels. These projectors are also certified by ISF and include an ISF C3 mode for professional calibration and 99 screen correction modes to help maximise viewing environments. Together with a 7 Axis Colour Management System, these new models allow the widest range of calibration for the user.

The new flagship projector, the DLA-X9, is built using hand-selected, hand-tested components and achieves an incredible 100,000:1 native contrast ratio that no other three-chip projector in the home theatre market can match. The DLA-X7 offers a 70,000:1 native contrast ratio, while the DLA-X3 offers a 50,000:1 native contrast ratio.

As with previous models, electronic circuitry or a dynamic iris does not artificially inflate JVC's contrast ratio numbers, so every frame consistently and faithfully reproduces peak whites, deep blacks, and everything in between.

All three models are compatible with JVC's PK-AG1 Active Shutter 3D Glasses and PK-EM1 3D Signal Emitter (both sold separately) for 3D presentations.

For 3D content, each projector includes HDMI 1.4a inputs and supports Frame Packing (Blu-ray), Side-by-Side (broadcast) and Above-Below 3D transmissions. An external 3D Signal Emitter (PK-EM1) synchronises the projected image with JVC's Active Shutter 3D Glasses (PK-AG1). The external 3D signal emitter ensures reliable signal transmission to the 3D glasses for a superior 3D experience, no matter what type of screen is used or how the home theatre has been configured.

Three new projectors are also available from JVC Professional sales channels. These are the DLA-RS40, the DLA-RS50 and the DLA-RS60. These have the same features as the DLA-X3, DLA-X7 and DLA-X9 respectively.

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\* JVC is currently working with THX Laboratory. The DLA-X7 and the DLA-X9 will be certified by their release date.

Except for the historical information contained herein, this news release contains forward-looking statements. These involve risks and uncertainties that could cause actual results to vary or differ materially from those projected.

Images



DLA-X3/X7/X9 (Black)



PK-EM1



PK-AG1



Rear Input Terminal, Controls and Lamp



DLA-RS40/RS50/RS60