

22nd September, 2010

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 Grid 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 Aperture (DLA-X3) and 16 Step Lens and Lamp Double Aperture (DLA-X7 and DLA-X9), 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 have been designed to achieve THX® certification and are in the process of being tested by THX. These projectors have also been designed for ISF certification and will 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, JVC's contrast ratio numbers are not artificially inflated by electronic circuitry or a dynamic iris, 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.

The new JVC D-ILA projectors will be available in late November at the following prices:

DLA-X9	€9,999
DLA-X7	€6,999
DLA-X3	€3,999

JVC's PK-AG1 3D glasses (€179) and PK-EM1 3D Signal Emitter (€79) will also be available in late November.

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.

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.



DLA-X3/X7/X9 (Black)



DLA-X3 (White)



PK-EM1



PK-AG1



Rear Input Terminal, Controls and Lamp Cover



DLA-RS40/RS50/RS60