JVC
The Perfect Experience

PRESS Release

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For the Japanese Market Only:

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JVC Announces D-ILA Home Theater Projection System DLA-HD11K/ 11KL/ 12K/ 12KL

High-Definition Projector for the Large-screen, High-resolution Theater Experience at Home

JVC announced the release of four models of home theater projection systems, capable of 1920 H x 1080 V resolution (2.07 million pixels), based on 0.8-inch full high-definition D-ILA direct-drive-image light amplifier devices for crisp, detailed pictures, and utilizing a sleek extruded aluminum projection head built for sleek looks and quiet operation.

The new models handle digital HDTV broadcast signals, digital and analog HDTV sources, as well as analog broadcasts, DVDs, and other standard-definition sources, making it easy to get excellent reproduction from almost any signal, with wall-covering images for the full power of home theater.

Product Description	Model No.	System Description	MSRP (Tax incl.)	Release Date	Monthly Production
D-ILA Home Theater Projection System	DLA-HD11K	Projection head (standard zoom lens) AV hub processor	¥1,695,750	End of November	Total 150 units (Worldwide)
	DLA-HD11KL	Projection head (long zoom lens) AV hub processor		End of December	
	DLA-HD12K	Projection head (standard zoom lens) Digital video processor	¥2,362,500	End of November	
	DLA-HD12KL	Projection head (long zoom lens) Digital video processor		End of December	

Projection Head, Which Is Common to All Four Models

AV Hub Processor

Digital Video Processor

Main Features

1. Full HDTV support in D-ILA for superior image quality

Each model in the series includes three D-ILA devices, a proprietary 0.8-inch-format module for projecting full HDTV resolution. The high aperture ratio D-ILA elements produce smooth, continuous-tone images that make grids less distinguished, making it possible to reproduce HD pictures at high quality even with large projections.

2. Extruded aluminum housing looks stylish and minimizes noise

The projection head is encased in an extruded aluminum body. The stylish, symmetrical form and aluminum skin give the device a classic look to ensure that owners will use it with pleasure for many years. The newly designed chassis and waste-heat extraction system keep noise down to 27 dB.

3. Consists of two units, part of a system-component philosophy

Each model in this series comprises two parts: the signal processor and the actual projection head. The two parts are connected by a DVI cable, with A/D and D/A conversion at each end to minimize signal degradation. This makes cleaner interior wiring layouts possible.

4. Two types of digital video processors

1. The DLA-HD11K/11KL models use the Anchor Bay Technologies, Inc.'s "AV Hub Processor," with a total of 12 video inputs, including four HDMI inputs, and nine audio inputs, including two for optical digital audio. The inclusion of the rapidly emerging HDMI connector makes this a completely digital-ready AV hub.
2. The DLA-HD12K/12KL models use Faroudja's Digital Video Processor, which is widely praised for large screen image processing. Last year, JVC updated the processor JVC developed in concert with Faroudja for video performance better suited to high-end home theaters.

5. New projection lens conveys HDTV images with stunning clarity

In order to transmit HDTV pictures with all their vivid potential, JVC developed a new electrically operated zoom lens for better focus performance. The lens includes a "dynamic square aperture" that gives its diaphragm a rectangular aperture, and optimizes the diaphragm based on the zoom position to achieve uniformly ideal contrast at both wide and zoomed settings.

The projectors are available with either standard (DLA-HD11K/12K) or long zoom lenses (DLA-HD11KL/12KL); between the two, it is possible to project a 100-inch image from positions anywhere from 3.29 to 8.30 meter distant. The standard is good for ranges 3.29–4.64 meters; the long 4.34–8.30 meters. The lens-shifting mechanism makes positioning easier.

Additionally, JVC plans to release a special model for rear-projection systems in spring 2006 (price T.B.D.).

6. New optical path and lamp produce excellent color fidelity and low running costs

JVC developed a new optical path, called the Optimum Color Illumination System, to optimize the F value for red, green, and blue independently. This not only exceeds the dynamic color range of HDTV sets, but it also greatly reduces light scattering, which degrades contrast. Meanwhile, the high-pressure 200-watt mercury lamp (NUP) contributes both to superior image quality and low running costs.

Options sold separately

Replacement lamp (BHL5008-S). MSRP ¥26,250 (incl tax).

Development Concept

As the environment for viewing high definition images grows with the establishment of broadcast satellite digital broadcasts as well as the greater reception area for terrestrial digital broadcasts, there is a quickly elevating demand for thoroughly enjoying the beauty of high-resolution HD images on large screen TVs.

In March 2004, JVC released the DLA-HD2K D-ILA full HD projector as the first product of a home theater projection system. The D-ILA format has been well received by consumers both domestically and abroad for its smooth and high quality, high resolution images. The new DLA-HD11K/ 11KL/ 12K/ 12KL not only further advance the high-resolution technology of the DLA-HD2K, it offers specs appropriate for a high-end theater room. In particular, the design of the extruded aluminum body is simple, ensuring that owners will use it with pleasure for many years.

The DLA-HD11K/ 11KL/ 12K/ 12KL are positioned as the top model in this series of JVC large screen displays for the home and is targeted towards home theater users who have a particular appreciation for beautiful images.

Specifications of Projection Head

Display Device	3-chips D-ILA (0.8-inch diagonal)
Resolution	1,920 x 1080 pixels (2,073,600 pixels)
Light Source	200-watt NUP
Light Output	600 ANSI Lumens
Contrast Ratio	2,500:1
Projection Lens	Standard Zoom Lens x1.4 motorized zoom/ motorized focus lens, Projection ratio: 1.5:1-2.1:1 Long Zoom Lens x1.9 motorized zoom/ motorized focus lens, Projection ratio: 2.0:1-3.8:1
Input Signals	1080/ 60p, 1080/50p, 1080/48p
Input Terminals	Digital RGB x 1 (DVI-D terminal to support HDCP)
Control Terminals	RS-232 (D-sub9 pin) x1, DC12V trigger terminal (mini jack) x 1, service terminal (mini jack) x 1
Power Source	AC 100-240V 50/ 60Hz
Power Consumption	320-watt (5-watt while in stand-by)
Dimensions (W x H x D)	513 x 169 x 549mm (without extrusions)
Mass	17kg
Optional Accessories	Power source cable x 1, remote-control x 1, etc.

Specifications of AV Hub Processor

Video Input Signals	480/60i, 480/60p, 576/50i, 576/50p, 720/50p, 720/60p, 1080/50i, 1080/60i
Video Input Terminals	RGB x 1 (BNC terminal: It could be used as a component terminal) HDMI x 4 (HDMI to support HDCP) Component x 3 (RCA terminal x 2, BNC x 1: It could be used as a RGB terminal) Composite x 2 (RCA terminal), S Video (Y/C) x 2
Video Output Signals	1080/60p, 1080/50p
Video Output Terminal	HDMI x 1 (HDMI to support HDCP)
Audio Input Terminals	Digital (Coaxial) x 2, Digital (Optical) x 2 Analogue x 1 (RCA terminal), HDMI x 4 (could be used as a video input terminal)
Audio Output Terminals	Digital (Coaxial) x 1, Digital (Optical) x 1
Control Terminal	RS-232 (D-sub9 pin) x1
Power Source	AC 100-240V 50/ 60Hz
Power Consumption	30-watt
Dimensions (W x H x D)	434 x 46 x 263mm (without extrusions)
Mass	4.8 kg
Optional Accessories	AC adapter x 1, remote-control x 1, HDMI-DVI cable (5m) x 1

Specifications of Digital Video Processor

Video Input Signals	480/60i, 480/60p, 576/50i, 576/50p, 720/50p, 720/60p, 1080/50i, 1080/60i
Video Input Terminals	RGB x 1 (BNC terminal) Digital RGB x 1 (DVI-D to support HDCP) Component x 1 (BNC: It could be used as a RGB terminal) Composite x 1 (BNC terminal), S Video (Y/C) x 1
Video Output Signals	1080/60p, 1080/50p
Video Output Terminal	Digital RGB x 1 (DVI-D to support HDCP)
Control Terminal	RS-232 (D-sub9 pin) x1, DC12V trigger terminal (mini jack) x 1
Power Source	AC 100-240V 50/ 60Hz
Power Consumption	35-watt
Dimensions (W x H x D)	438 x 45 x 303mm (without extrusions)
Mass	6.3kg
Optional Accessories	Power source cable x 1, remote-control x 1, HDMI-DVI cable (5m) x 1

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