

**Hitachi Australia continues to set the standards for picture quality and connectivity with the launch of their 50 inch High Definition integrated TV**

5 January 2007



Continuing their rollout of Integrated High Definition TV models, Hitachi has now entered the growing 50 inch screen segment with the introduction of the 50PD960DTA plasma TV.

**The 50PD960DTA, an elegant solution for the High Definition era**

Hitachi High Definition Digital TV's (HDTV) offer breathtaking picture quality. Compared to both the analogue and Standard Definition digital formats, HDTV delivers outstanding detail, crisp edges, natural colours and stark contrasts culminating in an enthralling life like picture.

Thanks to its superior resolution HDTV is ideally suited to large screen Home Cinema screens; delivering every nuance and detail of the original image. For the ultimate High Definition home cinema experience, Hitachi has added a 50 inch screen size to their line up with the introduction of the 50PD960DTA. The built-in High Definition tuner makes the HDTV viewing experience elegant and simple as there is no need to purchase an external set top box decoder.

**When you think High Definition and connectivity, think Hitachi**

High Definition digital broadcasting is now available to the majority of Australians and the amount of content being broadcast is increasing all the time. Currently there are over 100 hours of top rating shows, news programmes and sporting events broadcast each week. Current High Definition (HD) broadcasts in Australia have a maximum vertical resolution of 1080 scanning lines (e.g. 1080i). The 50PD960DTA features Hitachi's latest generation proprietary ALIS panel which has a full 1080 lines of vertical resolution, therefore there is no need for the image to be compressed in the vertical domain. Combined with its remarkable 1.3 million display pixels, the 50PD960DTA can easily display Australian HD broadcasts without loss of picture quality.

A wide range of digital and analogue inputs provides for the connection of up to 6 separate video sources and a PC. There are two HDMI terminals for connecting the latest generation HD hard drive recorders, DVD players and game consoles as well as two component video inputs for sources such as cable TV or video cameras. To ensure compatibility with the next generation of HD products, the 50PD960DTA can accept 1080P high definition signals from Blu Ray players and other 1080P capable devices.

### **Easy input switching from the remote control**

Each of the six inputs has a dedicated button on the remote control, which means there is no need for tedious scrolling to find the right input as is the case with the majority of competitor models. This feature is very handy, especially when the TV is the hub of a Home Theatre system where programmable remotes are used, or where there are many sources connected.

The 50PD960DTA completes the roll out of Hitachi's competitive line up of integrated High Definition panels for first half 2007. Also included in the range are two 42 inch plasmas and a 32 inch LCD.

The 50PD960DTA plasma TV will be available in store late January 2007. For more information, visit [www.hitachi.com.au/australia](http://www.hitachi.com.au/australia).

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### **About Hitachi**

Setting the benchmark for quality performance and design, Hitachi has utilised its major investments in research and development to bring a unique, technologically advanced product design that is set to challenge other players in the highly competitive home entertainment market. 2006 marks both the 50<sup>th</sup> anniversary of television manufacturing for Hitachi and the 50<sup>th</sup> anniversary of television broadcasting in Australia. From strong beginnings in Plasma technology in 1999, Hitachi has become renowned for world leading technology and can boast it is one of the most technologically advanced brands on the market. Hitachi satisfies all audiences by providing superior technology in the areas of design, colour, definition and sound, on both the LCD and plasma platforms and remains one of few genuine manufacturers for both.

From the Past into Future



## Product specifications

Model	50PD960DTA
<b>PICTURE</b>	
Effective display area (HxV)mm	1,106 x 626.4 (1271 diagonal)
Aspect ratio	16 : 9
Number of pixels (HxV)	1,280 x 1,080
Pixel pitch (HxV)mm	0.864 x 0.580
Panel Brightness ( at white peak ) cd/m <sup>2</sup>	1300
Typical Contrast ratio (Panel)	10,000:1
<b>Tuner</b>	
DVB High Definition Tuner integrated	Yes
Analogue Tuner Integrated	Yes
Analogue RF reception	(NTSC-M) (SECAM B/G/D/K1) (PAL B,G,H/WD,K)
Analogue RF Audio reception	A2/NICAM
<b>Video Formats</b>	
Video signal	PAL, SECAM, NTSC3.58, NTSC4.43, PAL60, N-PAL, M-PAL
Component signal	480i/p, 576i/p, 720p(50/60), 1080i(50/60)
HDMI signal (video mode)	480i/p, 576i/p, 720p(50/60), 1080i(50/60), VGA, 1080p
Analogue RGB signal	VGA-SXGA (fH:30 to 64kHz, fV:60Hz to 70Hz)
<b>Input &amp; outputs</b>	
Total number of connectable video sources	6
<b>Video connection configurations</b>	
Front or side input	Front
Composite video with analogue audio (RCA)	3 + (1 front)
S video with analogue audio (RCA)	1 + (1 front)
Component video with analogue audio (RCA)	2
HDMI input	2
Analogue audio for HDMI/DVI (RCA)	1
<b>Other connections</b>	
USB Photo	-
SD card slot	-
RGB analogue (PC input)	RGB : Mini D-sub 15P
Headphone socket (3.5mm)	yes
A/V output	1x Composite video with analogue audio (RCA)
Subwoofer output (RCA)	yes
<b>Sound</b>	
Surround sound	SRS WOW
Automatic Volume Level	yes
Sound modes	4 (Movie, Music, Speech, Favourite)
Audio Power	20W
<b>picture aspect modes</b>	
TV/Video (input signal dependent)	Panoramic1 / 2, Zoom, Cinema, Full, 4:3, Full 1080
PC	Full, Normal, Zoom
<b>Other Functions</b>	
On / Off Timer	Yes
Picture in Picture	-
Teletext	1000 page
<b>Remote control functions</b>	
Multi Brand control for DVD	Yes
One touch input switching	Yes
Power swivel base	-
<b>General</b>	
Dimensions excluding stand (WxHxD)mm	1240x836x105
Dimensions including stand (WxHxD)mm	1240x900x423
Weight excluding stand (kg)	40.7
Weight including stand (kg)	46.5
Power Supply	240V (50Hz)
Power consumption	480W
Power consumption standby mode	<1W