

Hitachi introduces its 2007 Full HD and new High Definition TV ranges

July 2007

Hitachi, a leader in flat panel technology, has always been inspired to exceed expectations by creating televisions with outstanding picture quality and unique user features. The 2007 range is no exception as Hitachi is now releasing a Full High Definition and a new High Definition line up of LCD and Plasma TV's.



P50X01 Full HD Plasma

Hitachi has Full HD covered

With Full HD, Hitachi now offers twice the resolution of conventional High Definition video. Full HD makes the most of large screen plasma and LCD TVs delivering smooth life like images right down to the minutest detail. Hitachi Full HD range comprises a 50" plasma TV, a 42" LCD TV and a 37" LCD TV. A 60" plasma TV will be added to the range later this year. The new High Definition range features a 50" and a 42" plasma TV as well as a 32" and a 26" LCD TV.

Frame Rate Conversion: the solution for smooth life like images

The Hitachi P50X01, hero product of the Full HD TV range, sits on the cutting edge of plasma technology. Not content with combining the astounding detail of Full HD resolution with brilliant colour and contrast, Hitachi takes the lead in the natural motion stakes with the introduction of Frame Rate Conversion (FRC) technology.

Whilst plasma is acknowledged as the clear winner when it comes to watching fast moving images such as sports or action movies, it is still limited by the number of frames in the original material which can be as few as 24 frames per second. On a large screen TV, this limitation often appears as staggered or jerky motion when objects move from side to side. Hitachi's FRC technology accurately and automatically eliminates the jerky motion, using a powerful computer to predict and create new frames between the originals which results in smooth life like images.

A comprehensive range of connections

Hitachi Full HD and High Definition plasma and LCD TV's deliver a home cinema experience that totally immerses and captivates the viewer. To further enrich the experience, a comprehensive range of connections have been included in the range - from multiple HDMI and component inputs for Blu Ray and DVD, to RGB for your PC and optical digital outputs for surround sound. To make selecting the right input as simple as pressing a single button, Hitachi's unique one touch switching remote control has been included on every model.

Plasma or LCD: Hitachi offers the right solution for everyone

Hitachi remains committed to both plasma and LCD technologies because each of them has benefits suited to different applications. Plasma offers more realistic motion compared to LCD and this quality is more apparent as the screen size increases. Also, as plasma does not use a backlight system, it is generally agreed that plasma contrast appears to be more dramatic when watching movies in a darker environment. Australians love to watch sport and many homes are adding a Home Cinema room or environment for watching movies, so big screens that have natural motion and deep contrast will be appreciated by these enthusiasts.

Hitachi Australia Pty Ltd (ABN 34 075 381 332)

As a compliment to plasma, LCD offers outstanding brightness and is available in many sizes from 26" and up. As a result, LCD is very versatile and is well suited to many environments and applications from a 32 inch model in the bedroom, to a 42" Full HD large screen in the family room for watching High Definition TV or playing Blu Ray movies and video games. LCD is an ideal choice for Multimedia entertainment.

Hitachi unquestionably continues to set the benchmark for quality performance and innovation and the 2007 TV ranges clearly demonstrate Hitachi's willingness to suit everyone's needs by offering both plasma and LCD technologies and a wide range of connections on every model.

- Ends -

2007 Full HD TV line-up

P50X01 50" 1920 x 1080 Full HD Plasma TV

- Integrated analogue and digital tuner
- Frame rate conversion
- HDMI 1.3 compliant
- 3 x HDMI (1 side, 2 rear)
- 2 x Component video input
- RGB Input
- RS232 Control
- Optical digital output
- Multi picture function
- One touch remote control
- Power swivel base

Available mid-August 2007

RRP \$5,999



L42X01 42" 1920 x 1080 Full HD LCD TV

- Integrated analogue and digital tuner
- 3 x HDMI (1 side, 2 rear)
- 2 x Component video input
- RGB Input
- RS232 Control
- Optical digital output
- Multi picture function
- One touch remote control
- Manual swivel base

Available mid-August 2007

RRP \$4,179



L37X01 37" 1920 x 1080 Full HD LCD TV

- Integrated analogue and digital tuner
- 3 x HDMI (1 side, 2 rear)
- 2 x Component video input
- RGB Input
- RS232 Control
- Optical digital output
- Multi picture function
- One touch remote control
- Manual swivel base

Available mid-August 2007

RRP \$3,299



P60X01 60" 1920 x 1080 Full HD Plasma TV

- Available at the end of 2007

2007 HD TV line-up

P50H01	50" 1280 x 1080 HD ALiS Plasma TV	RRP \$3,629	Available mid-August 2007
P42H01	42" 1280 x 1080 HD ALiS Plasma TV	RRP \$2,529	Available September 2007
L32H01	32" 1366 x 768 HD IPS Alpha LCD TV	RRP \$1,649	Available September 2007
L26H01	26" 1366 x 768 HD IPS Alpha LCD TV	RRP TBA	Available October 2007

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