

PLASMA TELEVISIONS



HITACHI
Inspire the Next

Plasma TV

Welcome to the very latest in state of the art Plasma screen technology. Hitachi's new generation in high performance plasma TVs offer 32", 37" and 42" screens with advanced features and specifications such as a 68.6 billion colours that deliver virtual true to life picture quality.

Whether you're watching a movie, surfing the web, or delivering a presentation in a boardroom setting, you can expect a high performance picture with stunning graphics, razor sharp images and optimum control of colour enhancement.

Our aesthetic, sleek design will ensure the 7800 series is a distinguished addition to any work or home environment. And with our new motorised swivel, you can change the direction of the panel from the comfort of your armchair to suit your needs.

Read on to find out more about what you can expect from the very latest in the Hitachi Plasma TV range. The future of TV has arrived. It's time to see life from a whole new perspective.



Turn to Hitachi for the ultimate in plasma screen technology.

PLASMA TELEVISIONS



Display Panel

PICTURE MASTER

Hitachi's new advanced digital signal processor reproduces high resolution images and is designed to display an increased colour density of 1,024 grey levels and 68.6 billion colours, giving you sharper, clearer images and true to life quality.

ADVANCED DIGITAL COLOUR MANAGEMENT

Created to control a whole spectrum of designated colours, independent colour combinations or colour richness, Advanced Colour Management delivers the purest whites, brilliant blue skies or vibrant blazing reds. A virtual feast for the eyes.



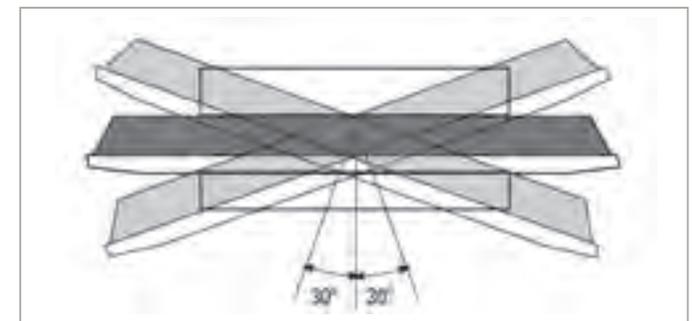
1,024 PROCESSING

Designed to deliver high-density information that's 4.3 times the usual volume, input signals are first up-converted to 1,080p signal level and further converted to high-resolution images with 1,024i, resulting in smooth, fine images.

MOTORISED SWIVEL

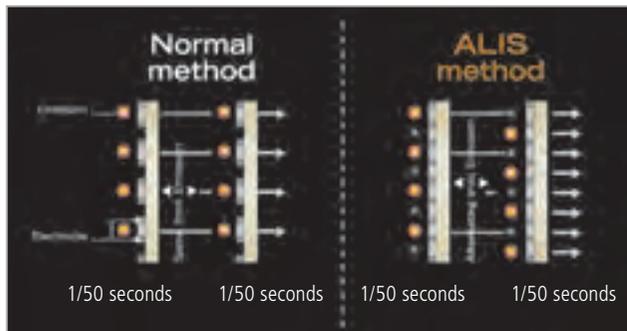
A true turning point for Plasma screens. It is now possible for you to change the direction of the panel 30 degrees in either direction of centre with the touch of a button.

Perfect for board meeting situations, or for private viewings of your favourite movie, you can swivel the screen from the comfort of your chair.



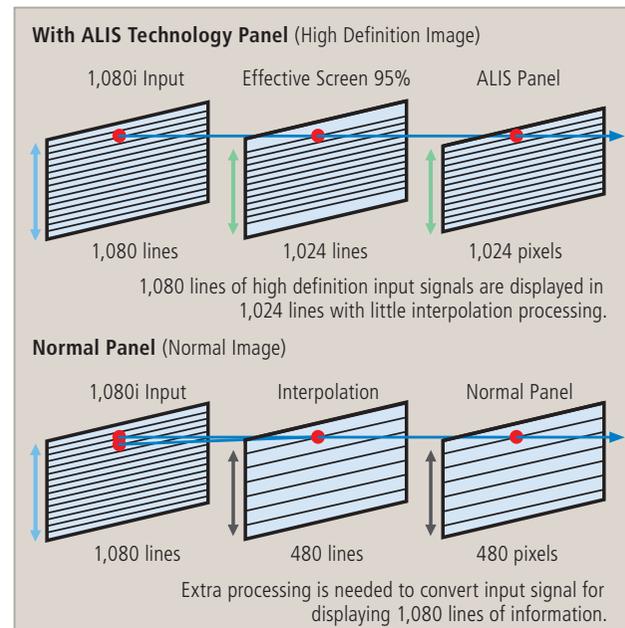
ADVANCED ALIS PANEL – UP TO 1,200cd/m²

The ALIS (Alternate Lighting of Surfaces) technology will dazzle you with its ability to match high definition input signals. With a fine pitch display of approximately 1.05 million pixels (1,024 x 1,024), every detail is reproduced to perfection.



In all models precise, vertical 1,024 pixels and a high luminance effect are made possible by emitting light from even numbered and odd numbered lines alternatively every 1/50 second.

Our 42" model comes with a panel luminance whitepeak of 1,200cd/m², enabling unprecedented clear, bright pictures. All models bring you stunning high contrast images. Allowing you to experience magnificent viewing from high quality sources such as high definition digital broadcasts.



TRUE HIGH DEFINITION IMAGES

The ALIS panel is developed to match high definition input signals. 1,080 lines are displayed with minimal interpolation processing, thereby displaying true high resolution images.

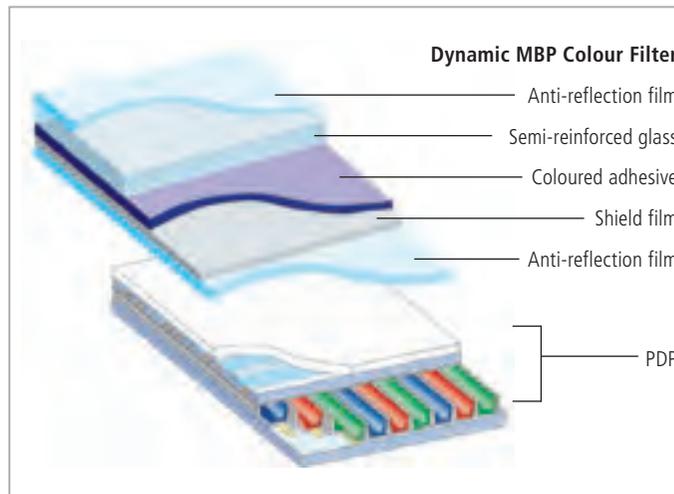
LONGER PANEL LIFE

By lighting the screen lines alternatively, the ALIS technology panel significantly reduces the wear on screen phosphors, thus the 7800 series achieves an average panel life of approximately 60,000 hours (when panel life function is used).*

* 60,000 hours to half original brightness based on measurements in Hitachi's standards.

HIGHLY ENHANCED CONTRAST WITH DYNAMIC MBP COLOUR FILTER

Hitachi's new high resolution Plasma TVs are equipped with a dynamic Multi Band Pass (MBP) colour filter. This vastly improves the reproduction of black without sacrificing brightness levels.



BRIGHT, CLEAR PICTURES WITH ADVANCED DYNAMIC CONTRAST

Our advanced Image Processor is able to automatically detect the amplitude level of digitally converted input signals to display scenes with the most suitable contrast. Be it bright scenes or dark images, the final result is pictures with dynamic, optimum contrast.

FAST RESPONSE FOR MOTION PICTURES

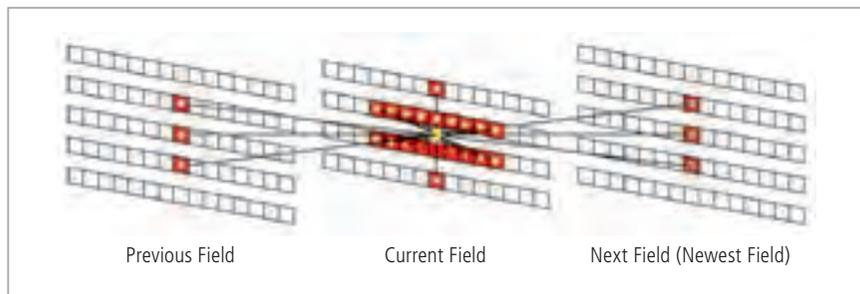
Using the same fluorescent phosphors as conventional Cathode Ray Tube (CRT) televisions to emit light, Plasma TVs are ideally suited for displaying moving images. The fast response for motion pictures results in smooth, natural moving images.

SUPERIOR IMAGE CONTRAST

As the Plasma TV is self-luminescent, it excels in the reproduction of black under theatre-like lighting. It is also equipped with the ability to reproduce dynamic contrast by making darker areas more intense and brighter areas more vivid. With this breakthrough in technology, you can enjoy realistic and exciting images.

VT (VERTICAL TEMPORAL) FIELD IMAGE PROCESSING

The progressive image is generated by making use of a total of 3 consecutive fields of information. The VT 3 Field Image Processing detects 26 points instead of the usual 8 points to determine the correct video image.



MEMORISING YOUR INPUT (MEMORY BY INPUT)

The Picture Master image processor has the capability to memorise your personalised picture settings in adjustments made to the contrast, brightness, colour, tint, sharpness, colour temperature and noise reduction. It remembers individual settings for all input sources in Dynamic, Natural and Cinema modes, automatically recalling these settings for each input device (eg. DVD player, VCR, set top box etc).



Operation

BUILT-IN TV TUNERS

The entire revolutionary range of Hitachi Plasma TVs now come with built in twin analogue TV tuners to further enhance your convenience. It's no longer necessary to buy a separate tuner or install any additional setup to receive TV signals. So now you can enjoy total entertainment, all in one, giving you a choice of PinP, Split, P on P4 and P on P12.

DVD PLAYER COMPATIBLE REMOTE CONTROL

The sleek remote control gives you full access to all functions of the Plasma TV and primary functions of DVD players – Hitachi, Pioneer, Panasonic, Toshiba, Philips, JVC, Samsung, Sony, Onkyo, and more.*

* Not all models of the listed brands are compatible.

FULL DIGITAL AMPLIFIER

Designed to process both the input and output sound signal in full digital format, the Full Digital Amplifier provides high quality digital audio performance. The design also incorporates oxygen-free copper material in the sound output coil to facilitate maximum signal transmission and reduce sound deterioration.

HDMI

The latest High Definition Multimedia Interface is included on all models, to provide an interface between any audio/video source, supporting digital video and multi-channel digital audio on a single cable.

DYNAMIC BASS

This provides deep rich bass to small speaker systems by boosting low frequency sounds. It provides super bass effect without a subwoofer or additional speaker components.

SILENT OPERATION

The Hitachi Plasma TV has been specifically developed without any fans for cooling, so you can watch all your favourite channels in total peace.

USB PHOTO INPUT TERMINAL

This unique feature enables you to perform a slide show of all your favourite digital pictures directly on to your plasma screen. Simply plug your digital camera or card reader into the side terminal and photos can be displayed as a slide show or even rotated to 90, 180 or 270 degrees.*

* Available on 37" and 42" models. USB 1.1 (usage for digital still camera and USB card reader only).





Specifications

MODEL		32PD7800TA	37PD7800TA	42PD7800TA
DISPLAY	Screen	32" / 82cm / 16:9 Plasma	37" / 92.8cm / 16:9 Plasma	42" / 106cm / 16:9 Plasma
	Effective Display Area (H x V)	716 x 399mm	814 x 445mm	922 x 522mm
	Pixels	852 x 1,024 (A2 ALIS)	1,024 x 1,024 (A2 ALIS)	1,024 x 1,024 (A2 ALIS)
	Pixel Pitch	H 0.84mm / V 0.39mm	H 0.795mm / V 0.435mm	H 0.90mm / V 0.51mm
	Colours / Grey Levels	68.6 Billion / 1,024	68.6 Billion / 1,024	68.6 Billion / 1,024
	Panel Luminance (At White Peak)	1,100cd/m2	1,100cd/m2	1,200cd/m2
	Contrast (Typical)	1,000:1	1,000:1	1,000:1
PICTURE	Noise Reduction (YNR / CNR)	Off / Low / High	Off / Low / High	Off / Low / High
	Comb Filter	PAL: Advanced 3L / NTSC: 3D	PAL: Advanced 3L / NTSC: 3D	PAL: Advanced 3L / NTSC: 3D
	Luminance Transient Improvement (LTI)	Yes	Yes	Yes
	Colour Transient Improvement (CTI)	Yes	Yes	Yes
	White Balance	Cool / Normal / Warm / Black-White	Cool / Normal / Warm / Black-White	Cool / Normal / Warm / Black-White
	Aspect Ratio Mode	Panoramic / Zoom / Cinema / Full / 4:3	Panoramic / Zoom / Cinema / Full / 4:3	Panoramic / Zoom / Cinema / Full / 4:3
	Picture Mode	Advanced (Dynamic / Natural / Cinema)	Advanced (Dynamic / Natural / Cinema)	Advanced (Dynamic / Natural / Cinema)
	Dynamic Contrast / Colour Management	Yes / Yes	Yes / Yes	Yes / Yes
INPUT SIGNAL	RF	V / U / Cable / Hyperband (W-Tuner) , PAL B,G,H / I / D,K , SECAM B,G / D,K / K1 , NTSC M		
	Video Signal	PAL / SECAM / NTSC4.43 / NTSC3.58 / PAL-M / PAL-N		
	Component Signal	480i/p, 576i/p, 720p (60), 1,080i (50/60), 1,035i (60)		
	Analogue RGB Signal	VGA-UXGA / 1,080i (50/60)	VGA-UXGA / 1,080i (50/60)	VGA-UXGA / 1,080i (50/60)
	DVI RGB Signal	H:24-62KHz / V:48-85Hz / Dclk:20-80MHz	H:24-62KHz / V:48-85Hz / Dclk:20-80MHz	H:24-62KHz / V:48-85Hz / Dclk:20-80MHz
	RF Multiplex	A2 / NICAM ¹	A2 / NICAM ¹	A2 / NICAM ¹
	Fastext / Page Memory	Yes / 100 Pages	Yes / 100 Pages	Yes / 100 Pages
OPERATION	Timer	Yes	Yes	Yes
	OSD Languages	English / T.Chinese / S.Chinese / Russian / Japanese		
	Side By Side Picture (4/12 Picture Mode)	2-Tuner & AV-input	2-Tuner & AV-input	2-Tuner & AV-input
	P in P Function (PC)	Main (PC), Sub (TV / AVx: x= 1, 2, 3, 4, 5, 6)	Main (PC), Sub (TV / AVx: x= 1, 2, 3, 4, 5, 6)	Main (PC), Sub (TV / AVx: x= 1, 2, 3, 4, 5, 6)
AUDIO	Digital Amplifier (Full Digital Sound)	Yes	Yes	Yes
	Auto Volume Leveller (AVL)	Yes (Perfect Volume)	Yes (Perfect Volume)	Yes (Perfect Volume)
	Surround	Dynamic Bass + Matrix Surround	Dynamic Bass + Matrix Surround	Dynamic Bass + Matrix Surround
	Sound Mode	Movie / Music / Speech / Favourite	Movie / Music / Speech / Favourite	Movie / Music / Speech / Favourite
	Audio Power (RMS)	12W + 12W	12W + 12W	12W + 12W
SIGNAL INPUT & TERMINAL	RGB Input	RGB1 : DVI (24-pin DVI-D) + Audio (3.5mm Stereo Mini Jack) RGB2 : RGB/Y, PB, PR (Mini D-sub 15-pin) + Audio (3.5mm Stereo Mini Jack)		
	Video Input	AV1 : Composite Video / Y, PB, PR + L, R. AV2 : Composite Video / Y, PB, PR + L, R. AV3 : Composite Video / S-Video + L, R. AV4 : Composite Video + L, R. AV5 : Composite Video / S-Video + L, R (Side Terminal). AV6 : HDMI.		
	Photo Input	No	Yes (USB 1.1)	Yes (USB 1.1)
SIGNAL OUTPUT	Speaker Output	L + R (12W + 12W @ 6ohm)	L + R (12W + 12W @ 6ohm)	L + R (12W + 12W @ 6ohm)
	Head Phone Jack	Yes (Side Terminal)	Yes (Side Terminal)	Yes (Side Terminal)
	A/V Output (Monitor Out)	Composite Video + L, R	Composite Video + L, R	Composite Video + L, R
GENERAL	Power Requirement	AC100-240V, 50/60Hz	AC100-240V, 50/60Hz	AC100-240V, 50/60Hz
	Power Consumption: Peak / Standby	245W / <3W	320W / <3W	380W / <3W
	Dimensions (W x H x D)	850 x 545 x 110mm (Monitor only)	959 x 612 x 118mm (Monitor only)	1,050 x 676 x 110mm (Monitor only)
		1,030 x 626 x 348mm (with Speakers & Stand)	1,139 x 693 x 348mm (with Speakers & Stand)	1,230 x 756 x 348mm (with Speakers & Stand)
	Weight	25.5kg (Monitor only)	30.5kg (Monitor only)	37.0kg (Monitor only)
		33.0kg (with Speakers & Stand)	38.2kg (with Speakers & Stand)	45.1kg (with Speakers & Stand)
Stand (Power Swivel)	Yes	Yes	Yes	

FOR FURTHER INFORMATION CONTACT:
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