



New JVC Projector Line Boasts Industry's Highest Native and Dynamic Contrast

Advancements include 4K source compatibility, new D-ILA device, improved e-shift and enhanced black levels.

September 26, 2013 – JVC today announced a new, expanded line of home theatre projectors that delivers substantial improvements in image quality and achieves the industry's highest native and dynamic contrast. The performance boost is driven by a new imaging device, upgraded version of the company's e-shift technology, 4K source compatibility and a user-selectable Intelligent Lens Aperture.

With its new line up, JVC continues to offer the industry's highest native contrast performance, further improved this year by a new D-ILA device and a new wire grid polarizer. JVC has also added a user-selectable Intelligent Lens Aperture that can dial in even deeper blacks. And projectors equipped with 4K e-shift3, the latest iteration of the company's e-shift technology, features a 4K signal input (60p) so that now both 4K and 2K sources can be displayed as 3840 x 2160 images.

JVC's 2014 projectors are DLA-X900R, DLA-X700R and DLA-X500R. All models are 3D-enabled and offer 4K e-shift3.

The new JVC projectors use three sixth generation JVC D-ILA imaging devices. This new device features a pixel gap that's 40 percent narrower than the previous chip for a smoother picture, a 10 percent improvement in light efficiency for a light output of 1,300 lumens, and improved native contrast, which is also enhanced by a new, third generation wire grid optical engine. As a result, native contrast ratios for the new projectors are:-

DLA-X900R 150,000:1

DLA-X700R 120,000:1

DLA-X500R 60,000:1

To further boost contrast, JVC has developed a user-selectable Intelligent Lens Aperture. When engaged, JVC's Intelligent Lens Aperture produces deeper black levels while maintaining white levels superior to what's delivered by competing projectors using a dynamic iris – performance attributable to JVC projectors' inherent high native contrast capabilities. As a result, the new JVC projectors achieve the industry's highest dynamic contrast ratios:-

DLA-X900R 1,500,000:1

DLA-X700R 1,200,000:1

DLA-X500R 600,000:1

JVC's 4K e-shift technology was first developed to up-convert and scale 2D HD content to a 4K signal. With 4K inputs, the new JVC projectors can now process 4K signals as well to deliver a smooth, detailed image. Picture performance is further optimized by a new Multiple Pixel Control (MPC) processor with eight-band detection. The MPC processor offers four presets plus an Auto setting that automatically selects the best up-conversion process by detecting the frequency of each pixel. Picture quality is also enhanced through a new Clear Black feature that provides local area contrast enhancement, and improved Clear Motion Drive (CMD). New CMD uses a new LSI and new algorithm to deliver a significant improvement in motion artifacts on diagonal lines on 4K and 2K 2D content and 2K 3D content. Other new enhancements for 2014 are:

- Two memory settings for pixel convergence that can be used to store correction settings for external lenses.
- New smartphone app that provides remote control of the projector, including picture settings.
- Adobe RGB picture mode on the top two models.

The flagship DLA-X900R is built using hand-selected hand tested components and has a 150,000:1 native contrast ratio and 1,500,000:1 dynamic contrast ratio. The DLA-X700R has a native contrast of 120,000:1 and a dynamic contrast ratio of 1,200,000:1. The DLA-X900R and DLA-X700R offer ISF certification and are designed to pass the 400-plus tests necessary to achieve THX® 3D Certification (pending) – a promise to consumers of the highest level of quality and performance. All JVC THX Certified Projectors include THX 2D and 3D Cinema viewing modes to provide the most accurate color reproduction available in a pre-calibrated setting, ensuring content is rendered back just as its creator intended. The DLA-X500R, available with a black or white body, has native contrast ratio of 60,000:1 and a dynamic contrast ratio of 600,000:1.

A current model, the DLA-X35 remains in the line for 2014 as well as the optional 3D accessories RF emitter PK-EM2 and RF glasses PK-EM3, and the spare lamp PK-L2312U.

The new JVC D-ILA home theatre projectors will be available in November

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