

# JVC<sup>®</sup>

The Perfect Experience / —

DLA-X7

DLA-X3

3D Ready D-ILA Projectors



# X

Series



\*Optional 3D Glasses (PK-AG1) and 3D Synchro Emitter (PK-EM1) are required for viewing images in 3D.



**Exquisitely natural textures and film-like picture quality —  
JVC's new D-ILA projectors are true to life.**

Accurate colour reproduction is critical for enjoying high quality video content, and JVC, which has long been dedicated to ensuring that its D-ILA projectors deliver film-like picture quality, is now focusing its expertise on creating the ultimate in colour reproduction technology. As a result of these efforts, JVC has succeeded in developing an exclusive Real Colour Imaging Technology that precisely analyses detailed colour-space information within individual colour profiles to achieve colour reproduction far more faithful to the original source.

JVC's ongoing pursuit for exceptional colour reproduction in its D-ILA projectors is also evident in the development of a new optical engine designed to improve contrast and provide a wider colour reproduction spectrum. What's more, the quest for authentic replication of the original source has led to the development of a colour temperature setting equivalent to that of a Xenon lamp, which offers a near daylight spectrum. This kind of passion for excellence by JVC helps to ensure the exquisite reproduction of film-like texture in all images just as can be seen in cinemas, with nuances of each scene superbly detailed.

This means that in addition to outstanding colour reproduction, D-ILA projectors will provide you with an accurate, true-to-life view of what the creator of the original source had envisioned. See the quality for yourself, and discover the exciting potential of JVC projector performance.

**D-ILA**<sup>®</sup>

**Full HD**  
1920x1080



Add dynamic 3D stereoscopic images, and the excitement begins.



### D-ILA projection in 3D\*

It is now possible to enjoy the excitement of 3D stereoscopic images in the comfort of your living room without using a special screen. JVC's DLA-X7 and DLA-X3 employ a Frame Sequential 3D method to display left and right images simultaneously, which, when viewed with a pair of 3D Active Shutter glasses that darken alternately for each eye, enable 3D images to be viewed. Additionally, the fast response characteristics and picture quality offered by D-ILA technology allow viewers to enjoy vivid and colourful 3D images with far less cross-talk or image ghosting. The DLA-X7 and DLA-X3 projectors are compatible with a variety of 3D formats including Frame Packing for Blu-ray 3D, Side-by-Side (used mainly for broadcasting), and Top-and-Bottom.

\*Optional 3D Glasses (PK-AG1) and 3D Synchro Emitter (PK-EM1) are required for viewing images in 3D. Note: Keystone, anamorphic mode, and certain other functions cannot be used while projecting in 3D mode.

### 3D image display

Images for left and right eyes alternate simultaneously at high speed.



### Optional equipment



3D Glasses  
**PK-AG1-B**



3D Synchro Emitter  
**PK-EM1**

### Notes about viewing 3D video content

- The optional 3D Synchro Emitter and 3D glasses are required to view 3D images from the DLA-X7 and DLA-X3. 3D video software (3D media or output of 3D broadcasts) and a 3D-compatible video player are also required.
- Perception of 3D images will vary with individual viewers.
- Stop viewing 3D images immediately if any discomfort such as headaches, dizziness, eye fatigue, etc. occur.
- Viewing of 3D images by children under the age of five is not recommended.
- Read the Safety Precautions in the User Manual carefully before viewing any 3D source.





**High-quality cinema viewing at home that's beyond all expectations!**

**JVC's exclusive Real Colour Imaging Technology**

Film-making in general is a time-consuming process requiring considerable effort by its creators, and at JVC, we focused on enhancing colour space information to ensure that all images are reproduced as faithfully to the original source as possible. To accomplish this, JVC precisely analysed the colour information of original film prints to create exclusive colour profiles, which led to the development of its innovative Real Colour Imaging Technology. This technology precisely detects the colour specifications in film to not only optimise colour replication, but also to heighten picture quality to levels that go beyond expectations.

**Colour temperature setting of a Xenon lamp**

In yet another way to achieve a film-like picture, the Real Colour Imaging Technology incorporates a colour temperature setting equivalent to that of a Xenon lamp, a popular light source used in cinemas. A Xenon mode colour temperature setting allows for the authentic reproduction of colours similar those of film in cinemas, while using highly efficient and economical ultra-high pressure mercury lamps.



Conventional colour temperature setting

Xenon mode colour temperature setting

**DLA-X7-B**

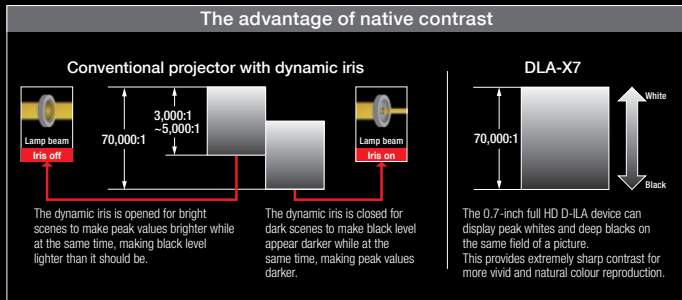
3D Ready D-ILA Projector



# Cinema-like quality with the new optical engine

## 70,000:1 native contrast ratio is achieved

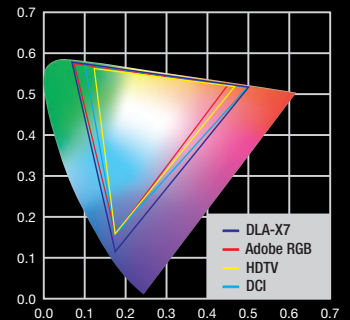
The newly developed optical engine features a new wire grid and a redesigned aperture that reduce excess light leakage to negligible levels, making possible a remarkable 70,000:1 native contrast ratio. High contrast and film-like quality offered by the original D-ILA devices also help to ensure smoother greyscale, truer black levels and more depth.



## Adobe RGB for a wider colour reproduction spectrum

The new optical engine achieves a greater expansion of the colour spectrum by employing an innovative colour filter. This results in a full-spectrum of colour reproduction with complete coverage of different colour spaces such as Adobe RGB, DCI, and HDTV with a 20%\* increase in the colour reproduction spectrum compared to conventional JVC projector models. With this increase in colour space, the new optical engine can more vividly reproduce colours such as the green of trees, the blue of oceans, etc., which were difficult to recreate accurately up until now.

\*When compared to the DLA-HD950.



## DLA-X7 Picture Quality adjustment features

### New Colour Management System with 7-axis matrix

In addition to the ordinary 6-axis matrix of red, green, blue, cyan, magenta, and yellow, the new Colour Management System features a seventh matrix of orange to ensure the precise adjustment of hue, saturation, and intensity. The addition of the orange axis also helps in enhancing the selection of the colour spectrum for skin tones. And for improved operability, only the colour being adjusted will be shown on the screen while the others are displayed in black and white.



Displays only the colour being adjusted; others are displayed in black and white.

### New screen adjustment modes\*

JVC has focused on individual screen characteristics to ensure the faithful reproduction of film-like picture quality. By improving upon the screen correction modes found on conventional models, these new screen adjustment modes analyse the RGB reflective characteristics of the screen being used to achieve optimum correction. The user can select an optimal parameter from a set of 94 parameters for an outstanding picture with natural colour balance.

\*Please refer to the JVC website for the comparison table of primary screens and adjustment modes.



New screen adjustment mode off



New screen adjustment mode on

### JVC original Film Tone

Until now, attempting to correct brightness or contrast settings as desired caused black or white levels to shift incorrectly with each setting. In order to overcome this issue, JVC has developed an original Film Tone function, which works to balance gamma, contrast, and brightness settings without affecting the grey scaling of the source to enable brightness adjustment that better matches the ambient environment.



### Darkness and lightness correction

Adjustment of grey level, another essential factor for creating high-quality images, can be corrected by separating darkness and lightness levels. By enabling darkness and lightness correction, the desired levels of gradation can be achieved without the tedious gamma correction process of conventional models.

### The world's first<sup>1</sup> projector to pass THX 3D Display Certification<sup>2</sup>



The JVC DLA-X7 is the world's first projector to be accredited for the THX 3D Certification. During the THX 3D Certification process, more than 400 laboratory tests are conducted, evaluating projector's colour accuracy, cross-talk, viewing angles and video processing to ensure the high quality 3D and 2D display performance that home theatre enthusiasts demand today. Featuring THX Cinema Mode, this projector has a simple, one button solution for optimised playback of 3D and 2D movies on Blu-ray Disc and broadcast TV. Additionally, the projector can be professionally calibrated by trained dealers to the user's choice of screen surfaces in the THX Mode.

<sup>1</sup> As of November 1, 2010 under the front projector category.  
<sup>2</sup> Best performance screen size for 3D is 90 inches diagonal (16:9).

### Certified by ISF (Imaging Science Foundation)



The DLA-X7 projector has been licensed with the ISF C<sup>3</sup> (Certified Calibration Controls) mode, enabling trained dealers to professionally calibrate it to your choices of screen surface, lighting environments and video sources and then securely store precision settings into the projector. This helps to ensure reproduction of film or video content accurate to the source and excellent picture quality optimised for specific environments.

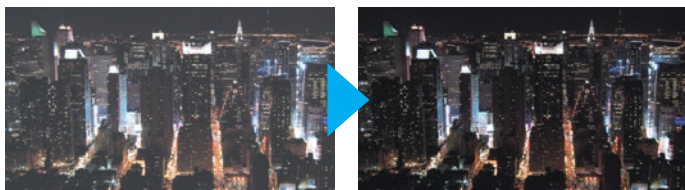




## The DLA-X3 promises high-quality pictures, even in brightly lit rooms.

### Breathtaking video with 1,300-lumen brightness and 50,000:1 native contrast ratio

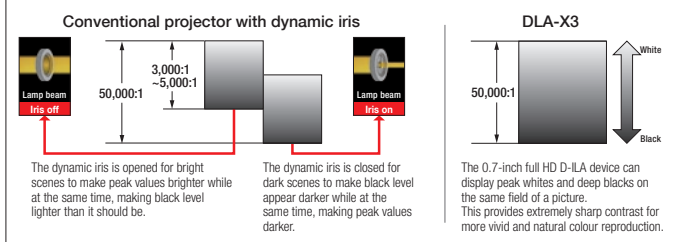
The redesigned optical engine utilises a newly developed 220W ultra-high pressure mercury lamp to achieve a brightness level of 1,300 lumens. What's more, JVC's original D-ILA devices provide the DLA-X3 with a 50,000:1 native contrast ratio for breathtaking video reproduction with ample contrast, even in brightly lit rooms.



Conventional projector

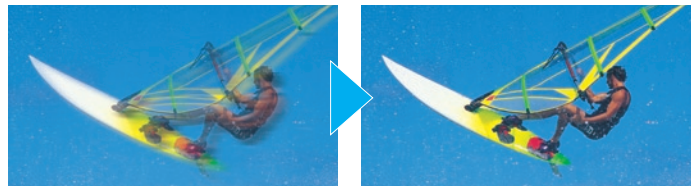
DLA-X3

#### The advantage of native contrast



### New Clear Motion Drive improves pictures with rapid movement

As an original manufacturer of high-speed drive technology, JVC has further enhanced its detection interpolation technology through high-precision interpolation algorithms to develop a new Clear Motion Drive that helps to smooth movement in the picture. By reducing blur that can be generated in high-speed scenes such as sports events, etc., the new Clear Motion Drive, featured on the DLA-X7 and X3 models, makes the overall picture much smoother and clearer. Additionally, as the amount of picture delay is very limited, these projectors are also well suited for playing video games.



New Clear Motion Drive off

New Clear Motion Drive on

### Original screen adjustment modes

As the quality of projected images can vary slightly depending on the type of screen used, the DLA-X3 is equipped with JVC's original screen adjustment modes that allow users to select the optimum mode to match screen characteristics for more natural and balanced colour reproduction.



Screen adjustment mode off

Screen adjustment mode on

### Six picture modes and three colour spaces

Users can select from six picture modes to perfectly match the content and ensure exceptional picture quality. Up to three colour spaces can also be used to achieve the optimum colour space that will complement the picture modes.

# DLA-X3-B/W

3D Ready D-ILA Projector



DLA-X3-B



DLA-X3-W

## An array of convenient features for the DLA-X7 and DLA-X3



### Unique automatic lens cover

A unique automatic lens cover opens and closes upon power on/off to protect against dust or damage, so users are assured of easy, trouble-free operation via the remote controller, even if the projector is installed on the ceiling.



Lens cover closed (power off)



Lens cover open (power on)

### A wide range of input and output terminals

In addition to HDMI terminals compatible with Blu-ray and DVD sources, these projectors feature a LAN terminal\* for projector control, remote terminals for remote operation via connection of an extended IR sensor, and a trigger terminal for an anamorphic lens, to name a few of the other terminals available.



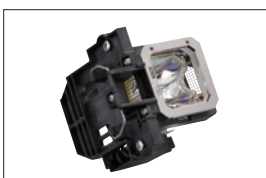
DLA-X7



DLA-X3

\*featured only on the DLA-X7.

### Optional Equipment



User-replaceable Lamp  
PK-L2210U



3D Glasses  
PK-AG1-B



3D Synchro Emitter  
PK-EM1

### Complies with the latest HDMI standard: Ver. 1.4a

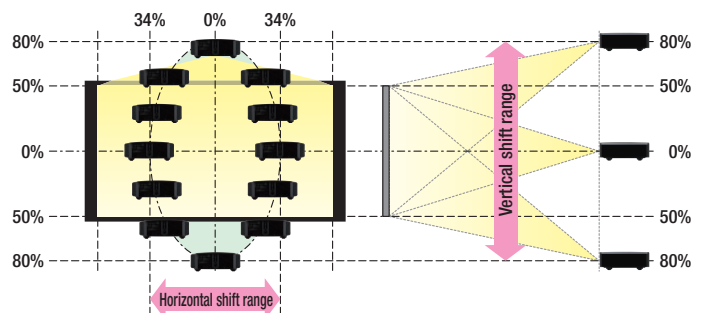
Two HDMI Ver.1.4a standard inputs, which comply with 3D, 1080p/24 input and Deep Colour, are available that are capable of up to 12bit signal input per colour (approx. 68.7 billion colours). The two terminals are separated far apart to allow for two wide HDMI cables to be inserted simultaneously.



### Flexible installation guaranteed

Setting up the projector in a location ideal for projection is made easy thanks to the  $\pm 80\%$  vertical and  $\pm 34\%$  horizontal powered lens-shift function with remote control. These projectors also feature a high-performance 2x zoom lens with motorised focus that can project images upon a large 100-inch screen at distances of between 3.1 and 6.2 meters. With the high-performance motor, the once tedious tasks of setting zoom ratios and focus adjustments are now simple and effortless.

#### $\pm 80\%$ vertical and $\pm 34\%$ horizontal electric lens shift function



The vertical and horizontal lens shift function cannot be set to the maximum values simultaneously.

## Projection Distance Chart

Screen diagonal (inch)	Display size (16:9)		Projection distance	
	W (mm)	H (mm)	Wide (m)	Tele (m)
60	1,328	747	1.78	3.66
70	1,549	872	2.09	4.28
80	1,771	996	2.40	4.89
90	1,992	1,121	2.70	5.51
100	2,214	1,245	3.01	6.13
110	2,435	1,370	3.31	6.75
120	2,656	1,494	3.62	7.36
130	2,878	1,619	3.92	7.98
140	3,099	1,743	4.23	8.60
150	3,320	1,868	4.53	9.22
160	3,542	1,992	4.84	9.84
170	3,763	2,117	5.14	10.45
180	3,984	2,241	5.45	11.07
190	4,206	2,366	5.75	11.68
200	4,427	2,490	6.06	12.30

\*Projection distances are design specifications, so there is ±5% variation.

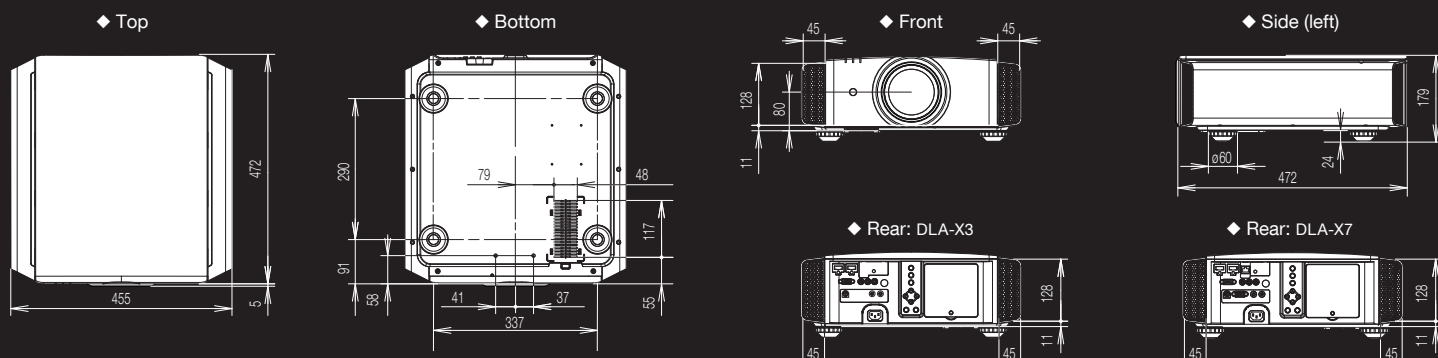
## Main Features

	DLA-X3	DLA-X7
Clear Motion Drive	New Clear Motion Drive	
3D Viewing Compatibility	✓	
Colour Management	-	✓ (7-axis)
Colour Temperature (Xenon Lamp Mode)	-	✓
Film Tone Adjustment	-	✓
Darkness and Lightness Correction	-	✓
Number of Screen Adjustment Modes	3 modes	94 modes
THX Certified Display	-	✓ (THX 3D)
ISF Certified	-	✓
Digital Keystone	✓	
Automatic Lens Cover	✓	

## Specifications

	DLA-X3	DLA-X7
Device	0.7-inch D-ILA x3	
Resolution	Full HD D-ILA device (1920 x 1080)	
Lens	2 x motorised zoom / focus f=21.4mm - 42.8mm F=3.2 - 4	
Projection size	60 - 200 inches (screen diagonal)	
Lens shift function	±80% Vertical and ±34% Horizontal (motorised)	
Light source lamp	220W Ultra-High Pressure Mercury Lamp (lamp life: approx. 3000 hours when the lamp is in Normal mode)	
Brightness	1,300lm	
Contrast ratio	Native: 50,000:1	Native: 70,000:1
Input terminals	Component	1 (RCA; Y, Pb/Cb, Pr/Cr)
	HDMI	2 (ver.1.4a, 3D, Deep Colour CEC compatible)
	Analogue RGB (PC)	— 1 (D-sub 15-pin)
Output terminals	Trigger	1 (mini jack, DC12V/100mA)
	3D sync	1 (mini DIN 3-pin)
	Control terminals	1 (D-sub 9-pin)
Control terminals	RS232C	1 (D-sub 9-pin)
	Remote	1 (mini jack)
	LAN (RJ-45)	— 1
Video input signal formats	Digital	480i/p, 576i/p, 720p 50/60, 1080i 50/60, 1080p 24/50/60
	Analogue	480i/p, 576i/p, 720p 50/60, 1080i 50/60
PC input signal	HDMI	VGA, SVGA, XGA, WXGA, WXGA+, SXGA, WSXGA+, WUXGA
	Analogue RGB (D-sub 15-pin)	— VGA, SVGA, XGA, WXGA, WXGA+, SXGA, SXGA+, WSXGA+, 1920 x 1080, MAC 13", 16", 19"
3D format	Frame packing	1080p 24, 1080i 50/60, 720p 50/60
	Side-by-side	1080p 50/60, 1080i 50/60
	Top and bottom	1080p 24, 720p 50/60
Noise level	20dB (when the lamp is in Normal mode)	
Power requirement	AC 110V-240V, 50/60 Hz	
Power consumption	350W (Stand-by: 0.9W)	
Dimensions: W x H x D, mm	455 x 179 x 472	
Weight, kg	14.7	15.1

## External Dimensions (unit: mm)



• The projector is equipped with an ultra-high pressure mercury lamp, which may break, emitting a loud noise, when it is subjected to shock or after it has been used for some length of time. • Please note that, depending on how the projector is used, there can be considerable difference between individual lamps regarding how many hours they will operate before requiring replacement. • An additional payment is required for installation of a new lamp, if necessary. • The projector lamp requires periodic replacement and is not covered by warranty. • Please be aware that, because the D-ILA device is manufactured using highly advanced technologies, 0.01% or fewer of the pixels may be non-performing (always on or off).

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