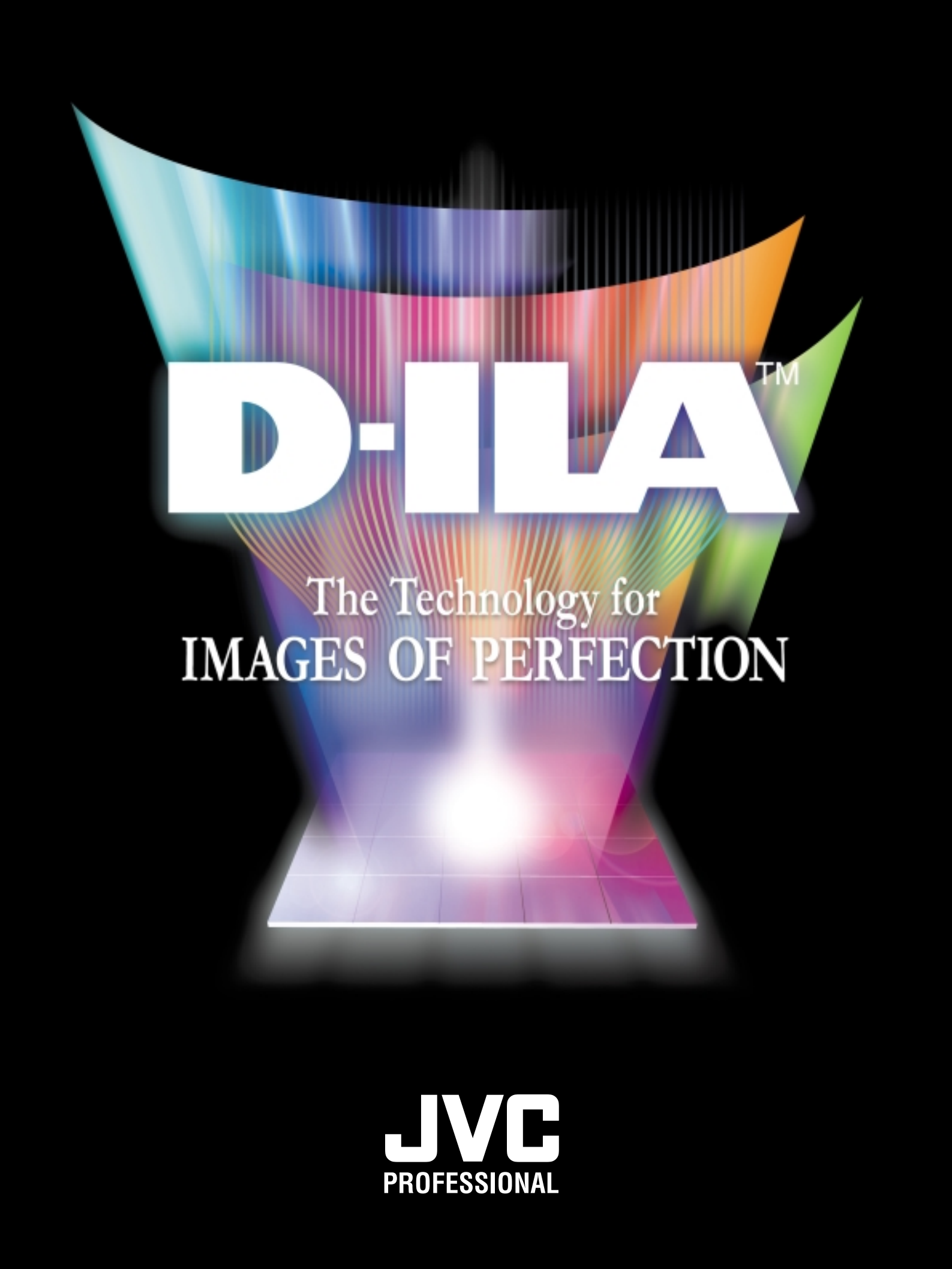
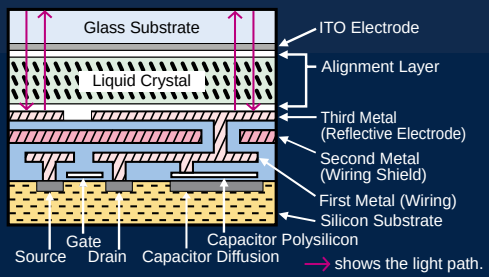

D-ILA™
The Technology for
IMAGES OF PERFECTION
JVC
PROFESSIONAL

Get "REAL" with D-ILA™ — now with ultra-high, super-natural QXGA resolution.

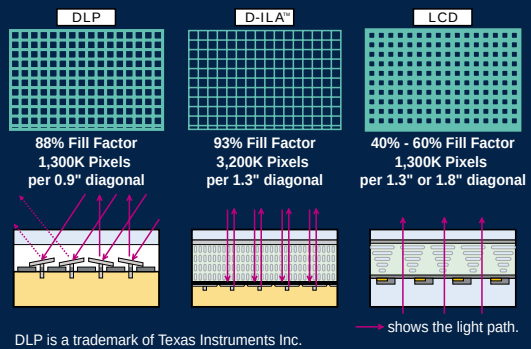
With QXGA resolution (2048 x 1536 pixels), JVC's D-ILA™ Technology provides the highest native resolution with the least visible pixels — the perfect image for the HDTV age.

In the 21st century, rapid development of digital video is expected, along with the popularization of digital HDTV through digital cable and satellite broadcasts. Packaged media are also moving in this direction, with HDTV versions of the D-VHS format as well as of DVD now in development. At the same time, advances in high-speed, broadband Internet capacity will enable HDTV broadcasts and ultra high-definition video from a high-performance personal computer or workstation to be delivered over the Internet. Live coverage and movie distribution using satellite systems will become more prevalent and digital movie theaters will become commonplace. Clearly, we are in an age where all media are rapidly digitizing and an incredible amount of high-quality digital content will be available.

No matter how much detail you have in your pictures, however, you won't be able to enjoy full quality without a technology capable of faithfully reproducing all the details of the original, without compromise. That's exactly what JVC has to offer.....



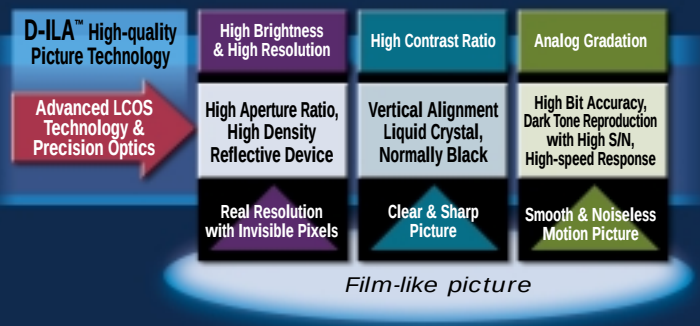
The D-ILA™ (Digital Direct Drive Image Light Amplifier) technology that JVC has developed is based on an innovation in microchip design that permits the viewer to enjoy the full range of benefits from any high quality source whether from a video deck or a computer device. For true HDTV performance, the D-ILA™ technology packs 2048 x 1536 pixels — a total of 3.2 million pixels — on a single 1.3" chip. This makes possible display of HD images at full-spec resolution of 1920 x 1080 — with room to spare.



DLP is a trademark of Texas Instruments Inc.

The D-ILA™'s innovative CMOS design is the key to reproducing all the details in a high-definition picture. By placing the matrix addressing switches and electronics right behind (not between) the light-modulating liquid crystal layer, JVC has created a D-ILA™ chip with a "3-dimensional" layout. The result is a 93% fill factor and virtual elimination of the annoying "grid" or "screen door effect" so evident in other fixed matrix display technologies.

What is the end result? Images as smooth and natural as film with impeccable reproduction of all the details and information contained in the original source. What supports this high picture quality is high brightness, high resolution, high contrast and analog gradation. High brightness and high resolution are achieved using a reflective device with a high aperture ratio and high-density pixels, providing real resolution with invisible pixels. High contrast is achieved using vertical alignment liquid crystals of normally black operation and a high-precision optical system. Analog gradation makes it possible to reproduce dark areas with high S/N (signal-to-noise ratio) because the D-ILA™ device has an S-shape response. In combination with the high-speed response of the vertical alignment liquid crystal, JVC's D-ILA™ technology makes it possible to reproduce smooth, noiseless motion pictures with clear, sharp high definition and film-like picture quality.



D-ILA™ Technology's "Images of Perfection" look just as good even close up to the screen. Just step up and see for yourself.

D-ILA™ technology in projectors delivers the best combination of brightness, resolution, contrast and color.

JVC has developed a complete line of projectors incorporating our unique D-ILA™ device as the core technology. The reflective design of the chip combined with a high powered light source has made possible the first truly high performance digital projector with brightness currently up to 7000 ANSI lumens and the world's first QXGA projector.

All of the advantages of the D-ILA™ technology are further enhanced by countless other JVC innovations in video processing, gamma control, pixel conversion and scaling. It's no wonder JVC D-ILA™ projectors are at the head of the class.

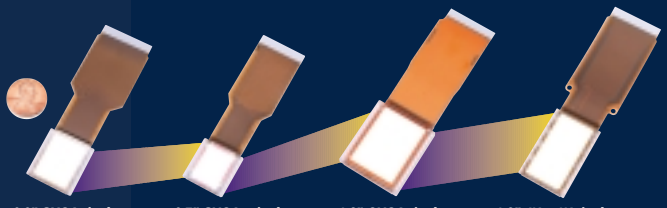
DLA-G3010ZGA

DLA-M2000SC

DLA-QX1

D-ILA™ technology is about projecting the future.

Current Device Lineup



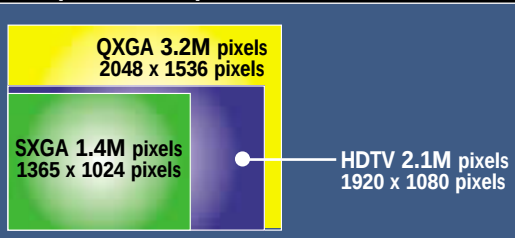
We already lead the market in true high performance large screen display projectors with the current D-ILA™ chip, but this is only the beginning. Thanks to this technology's unlimited potential to process more information, JVC is now developing a new generation of D-ILA™ chips for exciting applications in the future. At the same time, we are expanding our lineup of current models with new devices that will bring the power and performance of D-ILA™ to a wider audience.

The new 0.7" device (1365 x 1024) is designed to take advantage of higher yield and therefore lower cost while offering the same resolution, and will be the key device for more affordable home and general presentation projectors.

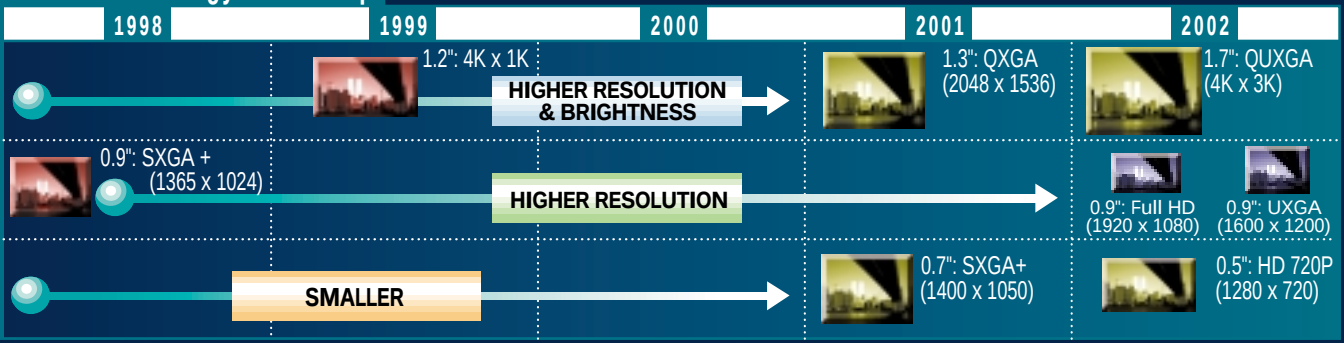
With the recent development of the industry-leading QXGA (2048 x 1536) device, D-ILA™ takes another big step forward. This exclusive JVC-original device features a total of 3.2 million pixels – more than twice the 1.4 million pixels used by current SXGA systems and the highest ever achieved in a projection device. That superior resolution allows the QXGA device to render full-spec HD images with resolution of 1920 x 1080 and higher brightness. At the same time, with dimensions of only 1.3 inches, it is compact enough for a wide range of applications and is expected to be the premier display technology for digital cinema and other high-end applications including large venues, auditoriums, sporting events such as the World Cup, and rentals.

Next year, we will be introducing a 0.5" device for XGA and HD 720P (1280 x 720) to meet increasing demand for a smaller device that can be used in high-definition rear-projection TVs and displays, as well as small front projectors.

Graphical Depiction of Resolution



D-ILA™ Technology Road Map



With resolutions of 2048 x 1536 or more, native HDTV, QXGA, Digital Cinema and many other applications you haven't even dreamed of yet are right around the corner ..... Our technology starts where everyone else's leaves off!

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For more information, visit us at
http://www.jvc-victor.co.jp/english/pro/dila

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