

JVC[®]

The Perfect Experience / —
/

LT-37E478

High Definition LCD Television



2007
LCD
GENESSA

Experience the unrivaled high definition of GENESSA powered LCD television

The Features of GENESSA Powered LCD Televisions

• **37 Inch Widescreen W-XGA (1366 x 768) LCD** – Provides high brightness, wide viewing angle, and a flicker-free high resolution picture

• **No Hassle HD Picture** – The ATSC/Digital Cable input makes connecting to an HD signal a breeze. A built-in ATSC tuner allows you to receive over-the-air digital terrestrial broadcasts. The Clear QAM tuner allows you to receive unscrambled Digital Cable signals.

• **Elegant New Design** – The gloss black bezel and streamlined cabinet give the new E series LCD a sleek, high end look.



• **32bit GENESSA Image Processor** – JVC's GENESSA, the 1st of its kind, is a dedicated CPU that combines all of our core image processing circuits together in a single chip. By design it allows for faster communication between circuits, and its 32bit "turbo" powered picture processing provides faster and more efficient

sampling. The result is superior color reproduction, reduced jagged edges, and overall better resolution from:

- ✓ Motion Adaptive Dynamic Gamma Correction;
- ✓ 3D Y/C Digital Comb Filter w/Digital VNR;
- ✓ Black Level Expansion;
- ✓ Natural Cinema (3-2 Pull Down); and
- ✓ 5 Point Color Management System (CMS) –



JVC color is superior thanks to GENESSA's advanced CMS. Only JVC compensates for 5 points of color range limitations to insure colors are reproduced with dimension and vivid detail — colors are always true and never tainted by surrounding or similar colors.

• Sound Features –

- ✓ 20 Watts Total Audio Power
- ✓ Dual 4 cm x 16 cm Oblique Cone Speakers
- ✓ Advanced Hyper Surround
- ✓ Volume Limit/Turn On Volume
- ✓ Smart Sound

Notes & Disclaimers

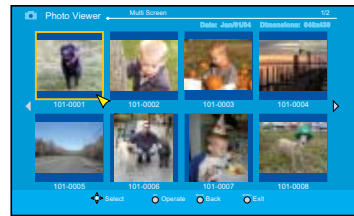
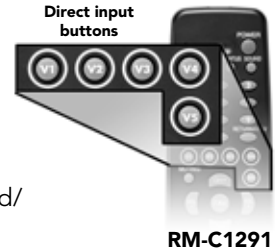
- Model accepts 480i, 480p, 720p, and 1080i signals and displays at 770p.
- Dolby and the double-D symbol are registered trademarks of Dolby Laboratories.
- HDMI is a trademark of HDMI Licensing L.L.C.
- All images on this sheet are simulated to show effect.
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• Inputs & Outputs –

- ✓ 2 HDMI w/HDCP Digital Video Inputs
- ✓ 1 Smart Video Input
- ✓ 2 Component Video Inputs
- ✓ 1 S-Video & 3 AV Inputs (1 side set)
- ✓ 1 AV Output
- ✓ 1 Optical Digital Audio Output
- ✓ 1 Fixed Audio Output

• User Convenience Features –

- ✓ New Unified Remote w/Direct Input Buttons – a convenient way to access each of your five video inputs
- ✓ New Menu System
- ✓ 4 Video Status Modes (Standard/ Game/Theater/Dynamic)
- ✓ 8 Video Aspect Modes with Slim
- ✓ VESA Compliant for Easy Wall Mounting
- ✓ Auto Demo Mode for Key Features
- ✓ ENERGY STAR® Compliant
- ✓ New USB Photo Viewer (sample picture here) –



Treat the family to a high resolution slide show of your latest photos by connecting your USB compatible camera!

Specifications

LT-37E478 — 37" Widescreen LCD Television

Picture Features

- ✓ 1200:1 Contrast Ratio
- ✓ 8msec Response Rate
- ✓ 500cd/m² Brightness
- ✓ 176° Viewing Angle

Specifications of LCD with base attached

Dimensions (WxHxD) in.:	36 1/4 x 25 3/4 x 9 1/8
Dimensions (WxHxD) mm:	919 x 652 x 230
Weight (lbs/kg.):	42.9 / 19.5

Specifications of LCD (no base)

Dimensions (WxHxD) in.:	36 1/4 x 23 7/8 x 4 3/8
Dimensions (WxHxD) mm:	919 x 604 x 108
Weight (lbs/kg.):	40.3 / 18.3

*Specifications are tentative and subject to change without notice.

GENESSA

HDTV
HIGH DEFINITION TELEVISION

HDMI
HIGH DEFINITION MULTIMEDIA INTERFACE

DOLBY
DIGITAL

ENERGY STAR

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