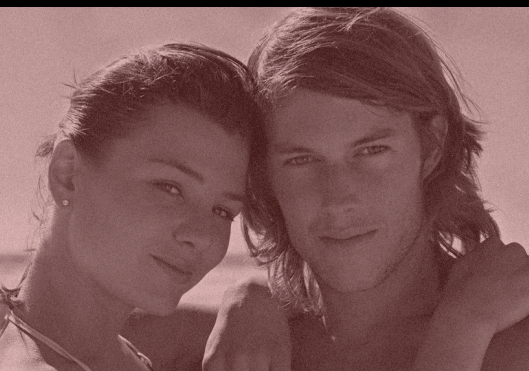


JVC®

The Perfect Experience / —

LT-37X987

High Speed LCD Television



JVC's exclusive High Speed LCD television eliminates blur from fast moving images and deliver resolution that rivals reality...

*high***Speed** LCD
CLEAR MOTION DRIVE

High-Quality Picture

• New and Exclusive High Speed LCD with Clear Motion Drive – JVC's

all new Clear Motion Drive processes incoming signals at 120Hz, double the speed of conventional LCD drivers. This newly designed chassis and faster panel dramatically improve the blur that occurs on slower (60Hz) LCDs, particularly for fast moving objects and scrolling text which are abundant in sports, news and financial programs

• **Integrated ATSC / NTSC / QAM** – a built-in ATSC tuner allows you to receive over-the-air digital terrestrial broadcasts. Clear QAM tuner allows you to receive unscrambled digital cable signals



• **5th Generation D.I.S.T. w/Genessa 770p** – JVC's 5th Generation D.I.S.T. detects and upscales any video source to display at 770p in a smooth and seamless fashion. Our latest GENESSA chip is a turbo powered

CPU dedicated to picture processing, color management and noise reduction. Combined, this exclusive high powered processing duo insures stunning imagery only available from JVC

• **3D Y/C Digital Comb Filter with Cross Color Elimination** – as the quality of so-called "high definition" content varies, this filter eliminates embedded interference by removing cross color/dot interference that can remain inside digital broadcasting or component signals

• **HD Range Digital Super Detail Circuitry (DSD)** – keeps the picture completely focused for both still and highly active images

• **Natural Cinema (3-2 Pull Down)** – Natural Cinema employs 3-2 Pull Down technology to drastically reduce the jagged edges that normally occur when film is converted to video

Notes & Disclaimers

- Specifications are tentative and subject to change without notice.
- Accepts 480i, 480p, 720p and 1080i signals and displays at 770p.
- The PC Input is 15 Pin D-Sub type and is compatible with XGA (1024 x 768) and VGA (640 x 480) signals both at 60 Hz.
- 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.

Picture, Convenience & Sound

• **Smart Sensor** – this environmentally friendly feature reduces power consumption and eye strain by automatically adjusting screen brightness levels

• **Selectable Aspect Modes** – selectable aspect modes let you choose the aspect ratio to suit your preferences. Standard signal modes include Regular/Panorama/Cinema/Full. HD signal modes include Full Native/Cinema Zoom/Panorama Zoom/Slim

• **Smart Picture Technology** – by examining the brightness level of incoming image sources, Smart Picture technology compensates for scenes, frame by frame, to insure they are displayed at the perfect brightness level without sacrificing contrast and detail

• **Exclusive Sound Package** – suited for premier sound quality this model features 20 Watts Total Audio Power, A.H.S.+ for advanced voice processing and simulated surround sound, Vocal Enhancement On/Off in menu and a Parametric Equalizer for optimal adjustment and balanced sound, JVC exclusive MaxxBass® for maximum bass response and a bass reflex box to maximize the sound

• **A Full Complement of Standard Features** – includes an all button illuminated universal remote control, 5 Video Status Modes (6500K/Standard/Game/Theater/Dynamic), Auto Demo, Smart Sound, Smart Captions, Channel Label/Video Input Label, Favorite Channel Memory, Hyper Scan High Speed Channel Surfing, Return+, Sleep Timer, Front Panel Lock, Noise Muting, Split POP with Twin, Freeze and Index, and more

• **Inputs & Outputs** – input terminals include dual HDMI w/HDCP Digital Video Inputs, a PC Input as Input 3 (D-Sub 15 Pin), a Smart Video Input, 2 Auto Sensing Component Video Inputs, 2 S-Video Inputs and 3 AV Inputs. Output terminals include an Optical Digital Audio Output and a Fixed Audio Output

Specifications

LT-37X987 — 37" Full HD Widescreen LCD Television

Contrast Ratio: 1050:1 | Brightness: 550 cd/m

Refresh Rate: 6ms

Panel with stand specifications:

Dimensions inches (WxHxD): 36 1/4 x 25 5/8 x 12 1/4

Dimensions mm (WxHxD): 919 x 652 x 312

Weight (lbs./kg.): 47.5 / 21.6

Panel without stand specifications:

Dimensions inches (WxHxD): 36 1/4 x 23 7/8 x 5 3/4

Dimensions mm (WxHxD): 919 x 604 x 121

Weight (lbs./kg.): 41.6 / 18.9

*This model is VESA compliant for wall mounting



DISTRIBUTED BY

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