

# JVC<sup>®</sup>

The Perfect Experience / —



ultra  
slim

JVC

**HD-ILA<sup>™</sup>**

**"TRUE1080P"**

2007 ULTRA SLIM 1080p HD-ILA<sup>®</sup> Line-up

*Introducing the new Ultra Slim True 1080p HD-ILA®*





# **S**<sup>TM</sup> **Introducing the World's 1<sup>st</sup>** **Ultra Slim True 1080p HD-ILA<sup>®</sup>**

The side profile is narrower than a football is long. The 0.39" aluminum bezel is smaller than the width of a pencil eraser! Hearing such comparisons we were tempted to call this new series "compact" but resisted because the big screen imagery and sound they deliver are larger than life — not to mention, "compact" just isn't sexy enough — "Ultra Slim" on the other hand, is just right.

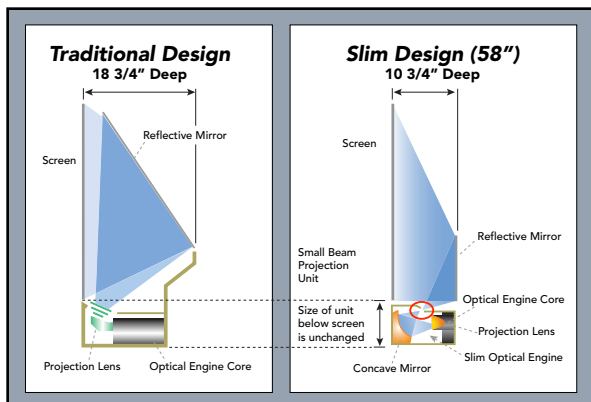
Available in 58" and 65" wide screen sizes both Ultra Slim are powered by JVC's exclusive 3-chip HD-ILA<sup>®</sup> for the best imagery available today. Measuring in at 10.7 and 11.6 inches deep respectively, both models have a completely flat rear cabinet making them suitable to mount on or sit flush against a wall.

*A few wider than Ultra Slim visuals...*



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## The World's 1<sup>st</sup> ULTRA SLIM True 1080p HD-ILA®

We're proud to introduce the World's 1<sup>st</sup> Ultra Slim HD-ILA® in 58" and 65" wide screen sizes that measure 40% thinner than traditional, similar screen size micro-displays. The all new optical engine measures 43% slimmer than its predecessor yet still boasts the same great picture quality that only JVC HD-ILA® can deliver. With side profiles slimmer than a ruler, (10.7" on the HD-58S998 and 11.6" on the HD-65S998) they are so slim that we felt it necessary to develop a whole new way to showcase them — either on the sleek new stand, or, mounted on a wall\*

The totally unique, optional matching high gloss black metallic ultra slim stand is the perfect complement to either screen size model. The TV not only mounts cleanly and safely to the stand but because both have completely flat backs, the two together can be set flush against the wall.

The most impressive feature of this stand is that by design all your component wires can remain completely hidden from view. A side panel door hides the TV's input jacks. On the stand, a door with a quick magnetic release leads to a wire conceal column located directly beneath the TV's side panel door. The design allows for all wiring to be run directly from the TV, down the column, and remain completely hidden. This new setup is a simple and elegant way to display your components and television together.



The Ultra Slim was not only styled with various conveniences in mind, but it's also ultra practical. Unlike flat panel LCD and plasma sets, the HD-ILA® can be restored to new once the image grows dim. The user-replaceable lamp literally restores the television's brightness to brand new condition once installed. This capability along with its ENERGY STAR® efficiency rating makes the cost of operating the Ultra Slim HD-ILA® much lower than for other types of HDTVs.

*The lamp replacement kit (PK-CL120U) can be ordered through JVC Customer Care at 1-800-252-5722, the accessory store located at [www.jvc.com](http://www.jvc.com), or by contacting a local JVC dealer.*

## ***The HD-ILA® Competitive Advantage: Three (1920 x 1080) Chips Are Better Than One!***



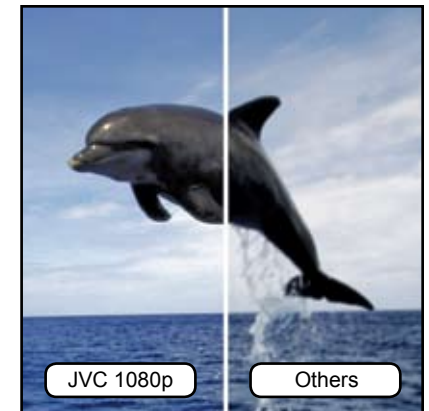
JVC's exclusive three chip D-ILA (Direct-drive Image Light Amplifier) technology delivers Full HD "True 1080p" picture quality with more than 6 million pixels via three 1920 x 1080 chips. HD-ILA® images are brilliant, high contrast, and flicker-free no matter what the source.

The LCOS technology employed by HD-ILA® is the most sophisticated LCOS available today. Each of the three chips, one per each RGB color, uses our patented, vertically oriented pixel structure which unlike rear projection LCD and DLP, requires virtually no space between pixels for the smoothest image available in a micro-display today. Furthermore, HD-ILA® technology is reflective, rather than transmissive, so that the brightness achieved is also unparalleled by the competition.

## ***The Exclusive Advanced Optical Iris — Provides a Contrast Ratio Greater Than 10,000:1***

JVC's Exclusive, Advanced "Optical Iris" is as brilliant as the great minds that developed it. The Advanced Optical Iris in our Ultra Slim HD-ILA® televisions acts just like the iris of the human eye. The human iris regulates the opening and closing of the pupil to allow more or less light into the eye. Via constant communication with the GENESSA processor, our Advanced Optical Iris works the same way.

For every incoming signal, the GENESSA chip senses the amount of light in the image and opens and closes the Optical Iris to allow just the right amount of light through to recreate the perfect image — the Iris opens more when it senses the image needs more light and closes more when it senses the need for less. Discriminating viewers can even regulate the Iris function in the TV's on-screen menus.



The GENESSA chip and the Advanced Optical Iris give HD-ILA® televisions a competitive edge with these distinct advantages:

- The contrast ratio of HD-ILA® displays is better than 10,000:1 (twice that of our previous 3-step Iris);
- Black levels are improved significantly (the HD-ILA® display can create a "blacker" black);
- HD-ILA® displays create more accurate gradation of shades in shadow areas and dark scenes; and
- The Iris makes it possible to optimize HD-ILA® televisions under a wider range of room lighting conditions.

# GENESSA



## *“Imagery Is Everything” in creating Resolution that Rivals Reality*

While sleek styling is important, when it comes to meeting the standards set by JVC “True 1080p” televisions, imagery is still everything. HD-ILA® is known as “True 1080p” because of the unrivaled way our brand realizes the extraordinary potential of 1920 x 1080 resolution, even in the largest consumer screen sizes.

Our exclusive **GENESSA with Digital Image Scaling Technology (D.I.S.T.)** truly sets us apart. GENESSA, our 32bit turbo powered CPU processor, is the center of image reproduction. The GENESSA chip combines all of JVC’s image processing, noise reducing and color management technologies into one communication unit. This unique chip allows for super fast sampling and more efficient communication

between each core technology. As you read the following pages, keep in mind that each of these great features is a single part of the GENESSA chip, and the power of GENESSA is what makes our imagery unbeatable.

For source signals less than 1080p, GENESSA employs D.I.S.T., our state-of-the-art I/P scaler, to detect and seamlessly up-scale the data to display at full HD resolution. Dual 1080p compatible HDMI inputs make each Ultra Slim capable of receiving signals from every source signal, from SD (480i or 480p) to all HD (720p, 1080i and 1080p). For those sources less than full HD, D.I.S.T. reduces any noise inherent to those less than perfect sources so no matter what you’re watching, it will look phenomenal.



## *Superior Color Reproduction — 5 Point Color Management*

No other company delivers natural and vibrant color and realistic flesh tones like JVC. In our side by side comparisons we found even our closest rivals had saturated images and flesh tones were pinkish in hue. Responsible for our color reproduction is exclusive **5 Point Color Management** which compensates for potential color range limitations common in image reproduction. By using a pin-point sampling process to indicate which colors need to be softened and which colors toned down, JVC televisions are able to deliver true color that is never too weak or too saturated.

The 5<sup>th</sup> axis dedicated to flesh tone color sampling truly sets us apart by insuring that skin tones are smooth and natural.



## ***Superior Gamma Control & Detailing***

JVC's GENESSA chip contains an algorithm set to preserve tonal details and gradations — the exclusive **Motion Adaptive Dynamic Gamma** circuit. This highly sophisticated circuitry analyzes incoming data and works to insure that darker images are smooth and clean, rich with detail, and never appear muddled. Muddled grayscale and loss of detail is a common complaint with large screen size televisions, especially flat panels that have a hard time processing the lower gamma data.

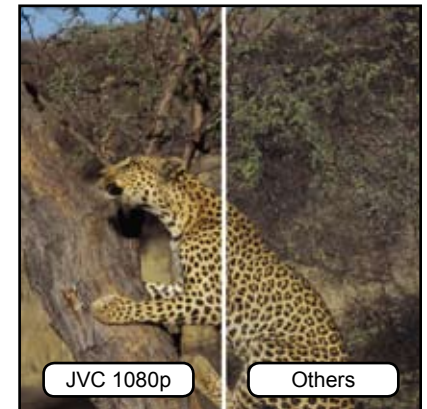
Note how on the simulated image how the Dynamic Gamma circuit keeps even the darker image area clean and full of detail.

**HD Range 150 MHz Digital Super Detail** is a state of the art focusing technology that insures even the most demanding action scenes are reproduced with a minimum of the edge blur common in fast action scenes. For high action scenes it enhances the edges of moving objects to reduce blur. For still and minimum motion scenes it eliminates edge glare with a natural compensation measure.

## ***Superior Noise Reduction Technologies***

**MPEG Noise Suppression** detects and reduces block and mosquito noise inside of MPEG video which comes from radical steps within the gradation of sampled pixels. This filter is highly effective at reducing noise inside gradation without degrading the image resolution, even for off-air digital broadcasts.

**Digital Video Noise Reduction** detects and stabilizes digital video noise to reduce any graininess. Real time detection of noise for intelligent control and improved noise reduction provides an overall smoother image. This filter detects noise levels in real time in moving images and controls the amount of reducing it applies. An added adaptive processor for the DVD input insures that all your video sources are noise free.

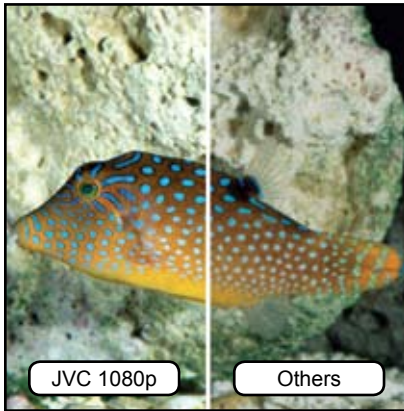


## ***Superior Sound w/JVC's Exclusive Speaker Package***

JVC offers a superb sound package that perfectly complements the exceptional picture in our Ultra Slim models. Both Ultra Slim models employ the same dual Direct Drive speakers found in our top of the line Sophistí audio systems. Developed by JVC, these Direct Drive speakers are known for their excellent fidelity and wide sound stage. They are coupled with a built-in bass reflex sub woofer with a dedicated amplifier. With a total of 30 Watts of audio power, both Ultra Slim models deliver outstanding, full range sound that far exceeds the typical HDTV.

## Superior Picture Reproduction Overall ...

Artifacts common to older video sources and varying signal levels create a constant challenge to all large screen televisions. HD-ILA® televisions meet those challenges with a broad range of circuits and features dedicated to reducing such noise and artifacts.



A **3D Y/C Digital Comb Filter w/Cross Color Eliminator** detects and reduces embedded dot and color interference from digital broadcast and component signals for crystal clear images from all sources.

**Natural Progressive Technology** employs an I/P scaler to bring about total focus in areas of fast movement or where skewed lines exist. Natural Progressive detects and corrects automatically so images are always smooth.

**Smart Picture Technology** examines the brightness levels of incoming sources to compensate for potential overly or under bright conditions. In a frame by frame sampling technique it insures that all sources are displayed at the perfect brightness levels without compromising contrast or detail.

**Natural Cinema (3-2 Pull Down) Technology** is an edge smoothing circuit that samples and compensates for the jagged edges commonly found in videos that were converted from original film sources. These jagged edges, called "Telecine" inevitably occur when film shot at 24 to 30 frames per second is converted to the NTSC Standard of 60 frames per second.

## Unique Remote Design Adds Convenience & Style ...

The completely redesigned illuminated universal remote, RM-C1400, controls your TV, easily navigates the menus, and is programmable for many brands of Cable Set Top Boxes, VCRs, DVDs and Audio Receivers, making it the only remote you may ever need. New direct input buttons for each of your five video inputs are a great convenience, too.



What makes this remote truly unique is **Dual IR Blasters**. IR 1 is located at the top, front portion of the remote for traditional style point and shoot control. IR 2 is strategically placed on the back side of the remote allowing you to hold the remote in hand like you would a book to read and press the buttons. IR signals are sent simultaneously from front and back blasters so you don't have to point the remote at the TV.



## Convenience & Connectability ...

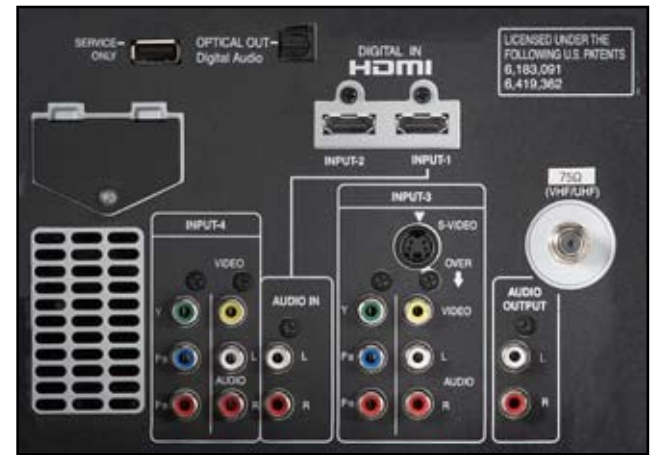
Conveniently housed behind front and side doors, both models are equipped with the inputs and outputs you need to complete your home theater.

- ✓ Built-in ATSC Tuner w/Clear QAM — allows for no hassle HD via connection to the RF input
- ✓ Dual 1080p HDMI w/HDCP Digital Video Inputs — allow for uncompressed high bandwidth digital connectivity from any HDMI compatible device
- ✓ PC Input as Input 5 (D-Sub 15 Pin) — allows for easy computer connection with front panel access
- ✓ Smart Video Input — contains component, S-Video and composite jacks that automatically detect the connected signal source (on Video-3)
- ✓ Dual Auto Sensing Component Video Inputs
- ✓ S-Video & 3 AV Inputs
- ✓ Optical Digital Audio Output
- ✓ Fixed Audio Output

### Front Panel Jacks



### Side Panel Jacks



## Notes & Disclaimers ...

\* **Wall mounting:** In order to mount the TV on a wall, a JVC wall mounting bracket is required. Use of another wall mounting bracket could result in instability causing possible injury. A professional installer is also recommended.  
For wall mounting HD-58S998 bracket part number TS-CP01WG is required.  
For wall mounting HD-65S998 bracket part number TS-CP02WG is required.

- Specifications are tentative and subject to change without notice.
- Models accept 480i, 480p, 720p, 1080i and 1080p signals and display at 1080p.
- 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 in this catalog are simulated to show effect.
- "JVC" is the trademark of Victor Company of Japan, Limited.

# HD-58S998

## The Competitive Advantage

- ✓ Powered by True 1080p 3-chip D-ILA
- ✓ Advanced Optical Iris
- ✓ 40% slimmer cabinet
- ✓ Wall mountable
- ✓ Greater than 10,000 : 1 contrast ratio
- ✓ 5<sup>th</sup> Generation D.I.S.T. with GENESSA
- ✓ 5 Point Color Management
- ✓ Motion Adaptive Dynamic Gamma
- ✓ HD Range 150 MHz Digital Super Detail
- ✓ ENERGY STAR Compliant



### • Key Picture Detailing Features –

- ✓ 3D Y/C Digital Comb Filter with Cross Color Elimination
- ✓ Natural Cinema (3-2 Pull Down)
- ✓ Smart Picture Technology
- ✓ 5 Video Status Modes (6500K/Standard/Game/Theater/Dynamic)

### • Sound Features –

- ✓ 30 Watts Total Audio Power
- ✓ Dual Direct Drive Speakers plus Sub Woofer
- ✓ A.H.S.+ Simulated Surround Sound
- ✓ Advanced Tone Correction
- ✓ Bass Reflex
- ✓ Hyper Bass

### • Inputs & Outputs –

- ✓ Dual 1080p HDMI w/HDCP Digital Video Inputs
- ✓ PC Input as Input 5 (D-Sub 15 Pin)
- ✓ Smart Video Input
- ✓ Dual Auto Sensing Component Video Inputs
- ✓ S-Video & 3 AV Inputs
- ✓ Optical Digital Audio Output
- ✓ Fixed Audio Output

### • Convenience Features –

- ✓ No hassle HD with built-in ATSC & Clear QAM tuners
- ✓ New deluxe illuminated universal remote w/direct input buttons
- ✓ Wall mountable with special bracket (TS-CP01WG)
- ✓ Optional matching deluxe stand available (RK-CSLM8)
- ✓ User replaceable lamp (PK-CL120U)

### • Specifications –

#### *Dimensions with Pedestals*

Inches (WxHxD):	51 1/2 x 37 7/8 x 13 5/8
mm (WxHxD):	1305 x 961 x 346

#### *Dimensions with Pedestals Removed*

Inches (WxHxD):	51 1/2 x 37 7/8 x 10 3/4
mm (WxHxD):	1305 x 961 x 272

*Weight (with Pedestals)* 118.8 lbs. / 54.0 kg.

*Weight (without Pedestals)* 114.7 lbs. / 52.0 kg.

# HD-65S998

## The Competitive Advantage

- ✓ Powered by True 1080p 3-chip D-ILA
  - ✓ Advanced Optical Iris
  - ✓ 40% slimmer cabinet
  - ✓ Wall mountable
- ✓ Greater than 10,000 : 1 contrast ratio
- ✓ 5<sup>th</sup> Generation D.I.S.T. with GENESSA
  - ✓ 5 Point Color Management
  - ✓ Motion Adaptive Dynamic Gamma
- ✓ HD Range 150 MHz Digital Super Detail
  - ✓ ENERGY STAR Compliant



### • Key Picture Detailing Features –

- ✓ 3D Y/C Digital Comb Filter with Cross Color Elimination
- ✓ Natural Cinema (3-2 Pull Down)
- ✓ Smart Picture Technology
- ✓ 5 Video Status Modes (6500K/Standard/Game/Theater/Dynamic)

### • Sound Features –

- ✓ 30 Watts Total Audio Power
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### • Inputs & Outputs –

- ✓ Dual 1080p HDMI w/HDCP Digital Video Inputs
- ✓ PC Input as Input 5 (D-Sub 15 Pin)
- ✓ Smart Video Input
- ✓ Dual Auto Sensing Component Video Inputs
- ✓ S-Video & 3 AV Inputs
- ✓ Optical Digital Audio Output
- ✓ Fixed Audio Output

### • Convenience Features –

- ✓ No hassle HD with built-in ATSC & Clear QAM tuners
- ✓ New deluxe illuminated universal remote w/direct input buttons
- ✓ Wall mountable with special bracket (TS-CP02WG)
- ✓ Optional matching deluxe stand available (RK-CSLL8)
- ✓ User replaceable lamp (PK-CL120U)

### • Specifications –

#### *Dimensions with Pedestals*

Inches (WxHxD): 57 1/2 x 41 1/2 x 14 1/2  
mm (WxHxD): 1459 x 1055 x 369

#### *Dimensions with Pedestals Removed*

Inches (WxHxD): 57 1/2 x 41 1/2 x 11 5/8  
mm (WxHxD): 1459 x 1055 x 295

*Weight (with Pedestals)* 136.4 lbs. / 62.0 kg.

*Weight (without Pedestals)* 132.3 lbs. / 60.0 kg.



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