

Hitachi Perfects the World's First 37V Broadcast Satellite Digital High-Definition Plasma Television

- Launches Three Models, Including a 42V Broadcast Satellite Digital High-Definition Plasma Television, Expanding the Hitachi High-Definition Plasma Television Lineup to Five Models -

Tokyo, Japan, August 30, 2001 -- Hitachi, Ltd. (TSE: 6501) today announced that will launch the world's first 37V (Visual size)* broadcast satellite digital high-definition plasma television, the W37-PDH2100 on September 20, 2001. It will also bring to market a 42V broadcast satellite digital high-definition plasma television, the W42-PDH2100, and an additional 37V plasma television, the W37-PD2100, on September 20 and October 22, 2001, respectively.

This move will augment Hitachi's television product lineup by adding the two 32V models it introduced from April 2001 to these three new models.

Hitachi has become the first manufacturer in the world to perfect broadcast satellite digital high-definition plasma television in 37V. The television's high-definition plasma display panel (PDP) uses the alternate lighting of surfaces (ALIS) format and is the first to enable such high-resolution definition in the 37V, which has until now been difficult with this size. It is configured in the consumer industry's smallest pixel pitch of 0.81mm x 0.45mm and delivers the high resolution of 1,024 pixels horizontally and 1,024 pixels vertically, thereby allowing the maximum enjoyment of the superior picture quality of digital high-definition television viewing.

The television also features detachable speakers. Detaching the speakers reduces monitor width, thus enabling space-saving placement. It also features a swiveling table stand capable of 20° revolution in both the right and left directions, enabling the simple adjustment of the screen's angle to suit viewing position.

The 42V broadcast satellite digital high-definition plasma television incorporates the ALIS format, which delivers a 25% increase in panel brilliance compared with the previous model (W42-PD2000), providing clear, sharp picture quality.

*V (Visual size) is a measure of size based on the diagonal dimensions of the usable screen area.
(more)

Models and Prices

Type	Screen Size	Model	Launch Date	Price	Initial Production Volume
Broadcast Satellite Digital High- Definition Plasma Television	42V	W42- PDH2100	Sept. 20, 2001	Open (Set by retailers)	4,000 units per month
Plasma Television	37V	W37- PDH2100			
		W37-PD2100	Oct. 22, 2001		

Furthermore, in an effort to expand the global market for plasma televisions, Hitachi will be introducing plasma televisions using 32V high-definition PDPs in Europe in autumn 2001. With the European markets as a starting point, Hitachi will also implement aggressive marketing initiatives to expand the world of Hitachi plasma televisions into the North American and Asian markets outside Japan, as well as eventually have all living room television sets converted to plasma models.

(more)

Main Specifications

Model		W37-PD2100	W37-PDH2100	W42-PDH2100	
M O N I T O R	Usable screen area	829mm (w) 5 461mm (h) (95cm diagonal)		922mm (w) 5 522mm (h) (106cm diagonal)	
	Number of pixels	1,024 horizontal 5 1,024 vertical			
	Aspect ratio	16:9			
	Pixel pitch	0.81mm (w) 5 0.45mm (h)		0.90mm (w) 5 0.51mm (h)	
	Number of colors (Gray levels)	16.77 million colors (256 Gray levels)			
	Brightness	650cd/m ² standard (white peak, single panel)		750cd/m ² standard (white peak, single panel)	
	Viewing angle	160° or higher			
	Audio system	1 bit $\Delta\Sigma$ modulating digital amp. TruBass by SRS *1 Surround functions			
	Audio output terminals	Speaker terminals (L/R) Sub-woofer output terminals			
	Power consumption (W)	315		360	
	Power consumption at standby (W)	2.0			
	Dimensions (cm) Figures in parentheses are those for the PDP + speakers + attached tabletop stand	W	94.0 (114.2)		103.0 (123.3)
		H	57.3 (65.1)		63.6 (71.3)
D		9.1 (25.4)		8.9 (30.0)	
Weight (kg) Figures in parenthesis are those for the PDP + speakers + attached tabletop stand	26.1 (34.3)		29.8 (38.8)		
A V C S T A T I O N * 3	High-definition video system	Advanced Progressive New Multi-scan Converter 4 Mega10bit, 3-D Y/C separation circuit Digital GR (ghost reduction) circuit			
	Tuner and receivable channels	VHF/UHF/CATV 52 (VHF: Channels (Ch.) 1-12, UHF: Ch. 13-62, CATV: C13-C38)	VHF/UHF/CATV 52 (VHF: Ch. 1-12, UHF: Ch. 13-62, CATV: C13-C38) BS Digital (000 – 999) 51		
	Multi-window	2-screen/4-screen (525i, 525p, 1125i, 750p input enabled)			
	Media check features	No	Yes		
	Wide-screen features	Full-automatic aspect changer			

(more)

Model		W37-PD2100	W37-PDH2100	W42-PDH2100	
A V C S T A T I O N * 3	Video input	4 systems, 4 terminals (of which video in-4 also serves as component input)	3 systems, 3 terminals		
	S2 video input	3 systems, 3 terminals			
	Monitor output	1 system, 1 terminal	1 system, 1 terminal (including S terminal)		
	Audio monitor output	1 system, 1 terminal	1 system, 1 terminal		
	Component video input	Y, PB/CB, PR/CR	1 system, 1 terminal	None	
		D input	2 systems, 2 terminals (D4)		
	Optical communications input	1 system, 1 terminal (optional sender/receiver unit)			
	RGB input	1 system, 1 terminal (Mini D – Sub 15 pin)			
	Optical digital audio output	No	1 system, 1 terminal (AAC5.1ch compatibility)		
	i.LINK* ² (IEEE1394) terminal	No	2 terminals		
	Phone line (modular) connection terminal	No	1 terminal (2,400bps)		
	Video controller terminal	No	1 terminal		
	Media controller terminal	No	1 terminal		
	Other terminals	Headphone output			
	Power consumption (W)	37.0	65.0		
	Power consumption at standby (W)	5.0	3.0		
	Dimensions (cm)	W	43.0		
		H	12.1		
		D	28.0		
	Weight (kg)	5.1	6.5		
Speakers	Speaker	8cm 52, 2.5cm 51 + 8cm 5 2, 2.5cm 5 1			
	Max. audio output	12W+12W (JEITA)			
	Dimensions (cm)	W	10.1	10.1	
		H	57.3	63.6	
		D	9.1	8.8	
Weight (kg)	2.1	2.2			
Stand	Dimensions (cm)	W	56.0	77.0	
		H	7.8	7.7	
		D	25.4	30.0	
	Weight (kg)	3.6	4.2		

*1: TruBass by SRS are trademarks of SRS Labs, Inc.

*2: i.LINK is trademark of the Sony Corporation.

*3: AVC Station: Audio Visual Control Station

(more)

Optional components for the W37-PD2100, W37-PDH2100, and W42-PDH2100

Component	Model	Price (not including sales tax)	Compatible Models		
			W37-PD2100	W37-PDH2100	W42-PDH2100
Mobile stand* ⁴	TB-PD01MV	¥120,000	Yes	Yes	No
Shelf for mobile stand	TB-PD32T	¥15,000	Yes	Yes	No
Side rack	TB-48SR	¥60,000	Yes	Yes	Yes
Open stand	TB-PD32P	¥55,000	Yes	Yes	No
Wide open rack	TB-PD32HSP	¥78,000	Yes	Yes	Yes
Wide box rack	TB-PD32HSB	¥78,000	Yes	Yes	Yes
Wall mounting attachment	TB-PD01S	¥20,000	Yes	Yes	Yes
Wall hanging unit (fixed type)	TB-PK01SE	¥20,000	Yes	Yes	Yes
Wall hanging unit (adjustable angle type)	TB-PK01T	¥47,000	Yes	Yes	Yes
Ceiling hanging unit	TB-PT01	¥86,000	Yes	Yes	Yes
Speaker stand (includes 3m speaker cable)	TB-PD37SP	¥16,000	Yes	Yes	No
	TB-PD42SP		No	No	Yes
Infrared transmission system	PCT-BR6000	¥17,000	Yes	Yes	Yes
10m cable	TP-DB10	¥25,000	Yes	No	No
	TP-DHB10	¥35,000	No	Yes	Yes

*4: This stand was jointly developed with Wilkhahn / Germany GmbH.