



The Perfect Experience / —

PRESS Release

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FOR PRESS INFORMATION

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JVC D-ILA Projector Earns Top European Prize in TIPA Pro Photo Category for Second Straight Year

Europe's "Best Professional Photo Projector 2008" JVC DLA-HD100



Victor Company of Japan, Ltd. (JVC) received the top honor in the Pro Photo Projector division of the **2008** Technical Image Press Association (TIPA) European Photo and Imaging Awards.

Every year, TIPA editors test most of the products launched during the 12 month period. Then in April they vote for the best photo & imaging products introduced in Europe during that period. TIPA editors take into account innovation, the use of leading-edge technology, design and ergonomics of the products and, naturally, their ease of use and price/performance ratio. In ten years TIPA awarded more than 90 products and over 30 companies. Since 1991 TIPA awarded more than 170 products and 38 companies.

TIPA was born in 1991 when founder magazines decided they wanted to start a large independent non profit association. Now TIPA is 30 magazines strong and represents a readership of approximately 8 million amateurs, professionals and people in the trade spread throughout 13 European countries.

REFERENCE: Below are details on the product award and the reasons for selection.

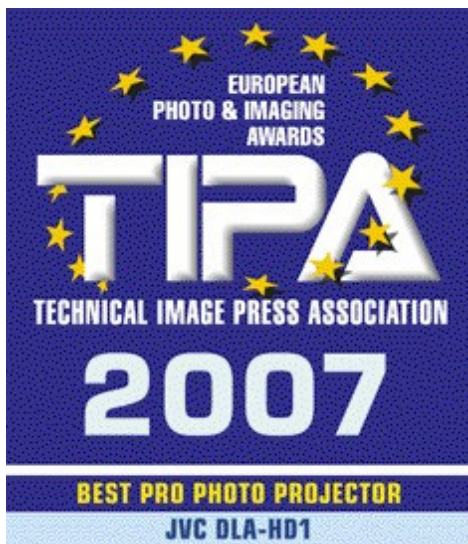


- **Best Pro Photo Projector 2008:**
JVC DLA-HD100

Based on the TIPA Award-winning DLA-HD1 model, the new high-end JVC DLA-HD100 features enhanced 0.7inch, full HD D-ILA devices and wire grid optical engine. This enables the projector to further improve contrast to twice the ratio of the best conventional projectors and attain an impressive native contrast ratio of 30,000:1, without the use of an iris.

The DLA-HD100 is compatible with the latest HDMI version 1.3 (Deep Colour) specifications, which allow it to go to billions of colours and reproduce subtler shades of grey.

The amazing picture detail, thanks to its 1080p resolution, and the exceptional native contrast ratio ensure stunning vividness and accuracy of colour..



- **Best Pro Photo Projector 2007:**
JVC DLA-HD1

The JVC DLA-HD1 is a full HD (1920 x 1080) front projector with a native contrast ratio of 15,000:1, which is the industry's highest native contrast ratio without the use of an iris.

The new optical engine dramatically improves the precision of light polarization, preventing light leakage into the projection lens, thus allowing the closest so far to true black reproduction.

The DLA-HD1 offers a 2x zoom lens, a lens shift mechanism, and front fan intake and exhaust for placement flexibility.

In 2007 Victor Company of Japan, Ltd. (JVC) also received the top honor in the Camcorder division of the **2007** Technical Image Press Association (TIPA) European Photo and Imaging Awards for Europe's "Best Expert Camcorder 2007" JVC HD Everio 1920x1080 recording GZ-HD7.



2007 TIPA President Juan Varela presents 2007 Best European Pro Photo Projector and Expert Camcorder awards to Ken Tsuji, Manager Corporate Communications, JVC Europe Ltd. (Photo courtesy of TIPA)

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