

For Immediate Release:

JVC Launches Full HD 3D LCD Monitor for Professional Use 46-Inch Large, 1-1/2 inches (39mm) Thin Display Provides Rich Visual Experience

Tokyo, Japan, April 13, 2009 – JVC (Victor Company of Japan, Limited) is pleased to announce the launch of a large full HD 3D LCD monitor for professional use. The GD-463D10, slated for release in July 2009, is 46-inch large and 1-1/2 inches (39mm) thin and uses JVC's unique high-quality 3D visual engine to deliver a natural, flicker-free visual experience. JVC plans to produce 2,000 units of the GD-463D10 a year for the global market.

The GD-463D10 provides flicker-free 3D images by adopting the Xpol[®] polarizing filter method and battery-free passive-type circular polarizing filter glasses. Video input is compatible with industry standard line-by-line and side-by-side 3D formats. JVC's unique 3D decoder circuit translates images into the optimal Xpol display format and demonstrates the ability to accommodate subtle gradations and shades of color.

JVC will be exhibiting the GD-463D10 at NAB Show 2009, the world's biggest digital media industry event, which takes place in Las Vegas, Nev. between April 20 and 23.

Primary Features of JVC's GD-463D10

1. At 46 inches, the GD-463D10 is a large 3D LCD monitor for professional use. JVC's unique high-quality 3D visual engine reproduces high-quality images befitting this new era of wide, high-resolution displays. The compact 1-1/2 inches (39mm) depth allows for greater flexibility in the layout of 3D visual environments.
2. The GD-463D10 is compatible with the industry standard line-by-line and side-by-side 3D video formats.
3. The Xpol polarizing filter method moves beyond the shutter method to provide a stable, flicker-free visual experience. Whereas the left eye and right eye information switches back and forth on a shutter glass display, the GD-463D10 always displays left and right images on the screen to offer clean, stable 3D images. The GD-463D10 includes two



GD-463D10

pairs of battery-free, light polarizing glasses.



4. The GD-463D10's three HDMI input terminals are compatible with standard HD video signals, including 1080/24p, 50p, 60p, 50i and 60i. Input signals in line-by-line or side-by-side format can be displayed as 3D images (50i and 60i for side-by-side format only).

Development Background

Full HD digital broadcasting and blu-ray content are emerging as mainstays in the household visual environment while wide-screen and high-resolution images are more popular than ever. In such an environment, 3D content is now being looked upon as the next wave in visual entertainment. This is especially true in Hollywood, where the movie industry is planning more than twenty 3D movies in 2009 following the establishment of several full-scale 3D movie production and distribution companies in 2008; approximately 2,000 of the United States' estimated 39,000 cinema screens are now 3D compatible.* Clearly, demand for 3D monitors used in movie production, promotion and broadcasting test events is positioned to grow.

Although JVC has developed the GD-463D10 to meet content producer requirements for a monitor capable of providing a rich 3D visual environment, the future is not just about entertainment. In fact, JVC sees opportunities for enterprise-use 3D monitors in fields that rely heavily on simulation, including the fields of scientific research and medical education.

* USA Today, March 19, 2009

- Xpol is a registered trademark of Arisawa Manufacturing Co., Ltd.

Primary Specifications of JVC's GD-463D10

Power Requirements	AC120V/60Hz (US)、AC220-240V/50·60Hz (EU)
Resolution	6,22 million dots (1920H x 1080V x RGB)
Contrast ratio	2,000 : 1 (Native), 10,000 : 1 (Dynamic)
Color Management	●
Y/C separation	●(3D Y/C)
Noise reduction function	●(Digital NR/MPEG NR)
Color temperature	Warm / Mid / Cool
Dimensions (W x H x D) and Net Weight	
With Tabletop Stand	42.16 x 28.54 x 10.82 inches; 59.3 lbs, [1071 x 725 x 275mm; 26.9kg]
Monitor Only	42.16 x 26.77 x 2.95 inches; 50.48 lbs, [1071 x 680 x 75mm; 22.9kg]
Viewable angle	178 degrees from top, bottom, left and right

Power consumption	(TBD)
Audio Power Output	10W + 10W
3D compatible HDMI input	3 terminals that support 1080/24p, 50p, 60p, 50i, 60i
Headphones	●
Accessories	2 pairs of polarizing glasses

Note: On October 1, 2008, Victor Company of Japan, Limited (JVC) and Kenwood Corporation integrated their management to establish JVC KENWOOD Holdings, Inc. by means of a share transfer.

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Attachment

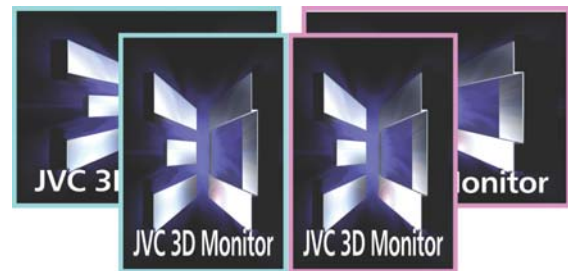
■ Line-by-line Format

Line-by-line is a 3D video format. Right and left images are stored, respectively, in the even and odd lines of the video signal. The format is the same used to transmit a standard TV signal and has been widely adopted by many 3D content producers.



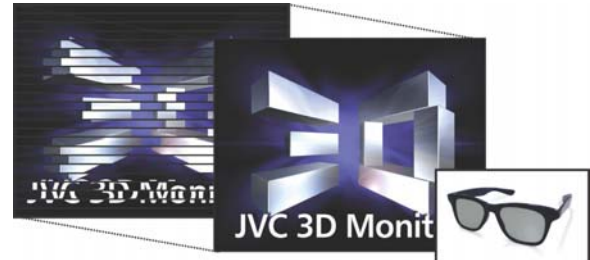
■ Side-by-side Format

Side-by-side Format is a 3D video format. Right and left images are compressed to 1/2 scale and stored in the right and left sides of the screen. The format is the same used to transmit a standard TV signal and has been widely adopted by many 3D and TV content producers.



■ Xpol polarizing filter method 3D TV

By bonding a polar filter to each line of the on-screen video signal, the Xpol polarizing filter method allows the viewer's right eye to see right-hand images and the left eye to see left-hand images, using polarizing filter glasses to create a complete 3D effect. Both right and left images are displayed on one screen to eliminate flicker.



■ JVC's unique 3D Image Operation System

