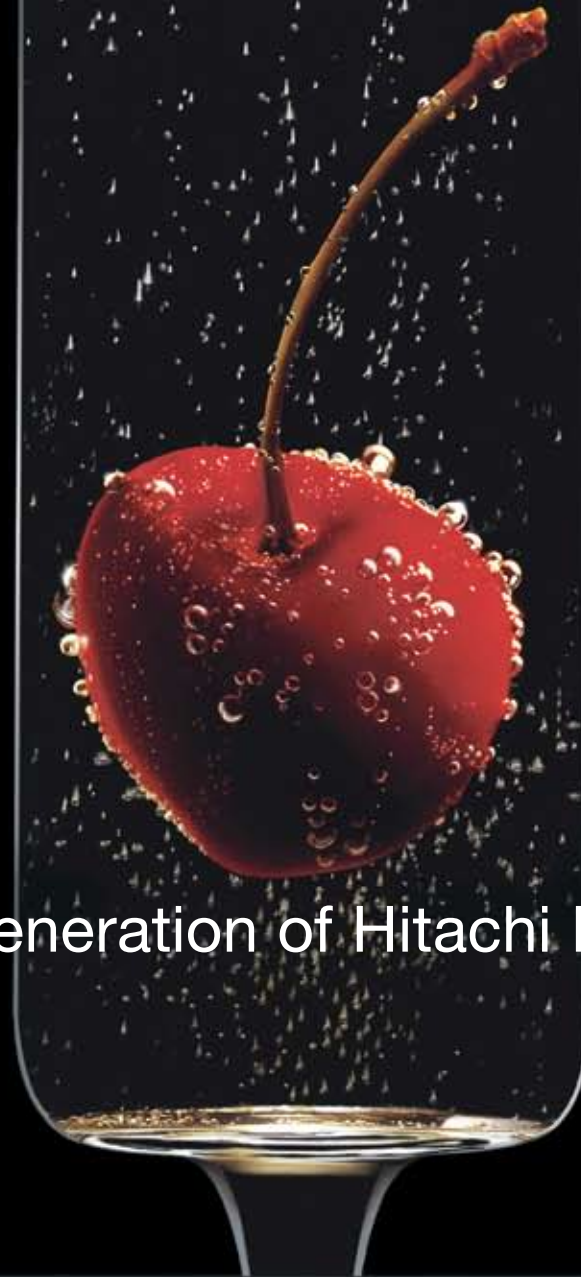


HITACHI
Inspire the Next

2009 | The New Generation of Hitachi LCD Flat Panel HDTV



HITACHI

ULTRAVISION

The New Hitachi UltraVision®

Simply the ultimate HDTV. From the stunning Full HD 1080p picture quality to the convenience of up to 8 high definition inputs, UltraVision® delivers superior Hitachi technology in a series of some of the most energy efficient, slim and beautiful televisions ever designed.



■ PICTURE PERFECT

State of the art picture performance generated by the latest 1080p 120Hz LCD technology gives you an incredibly lifelike viewing experience. All UltraVision® TVs are ENERGY STAR® qualified.

■ FEATURE RICH

The UltraVision® Series offers up to 8 high definition inputs including up to 5 HDMI™ pure digital inputs. You can even view your PC photos and videos using the PC input.

■ HITACHI QUALITY

Today's Hitachi televisions are the result of over fifty years of expert television engineering. Experience matters.

■ HIGH DESIGN

The stunning picture is framed by a slim, elegantly curved gloss black bezel. The thin and light design is easily swiveled to accommodate various viewing positions.

PICTURE



1080p Perfected
This HDTV meets the highest HDTV resolution. 1920 pixels wide by 1080 pixels tall results in clearer details and smoother images.



Smooth Movie Motion
This HDTV's advanced processing power delivers 120 frames per second, five times faster than ordinary movies.



Smooth Color Transitions
Experience colors that are more realistic than ever before possible.



Ultra Clear Fast Action
This HDTV displays 120 frames per second to make images remarkably sharp and clear.



Picture Perfect
PicturePerfect processor produces an exceptionally sharp, detailed and noise free image.



Ultra Clear Picture
The antiglare screen eliminates reflections so you can enjoy your HDTV without unwanted distractions.



Pure Digital Input
HDMI™ is the industry standard for the highest possible digital audio, video, and data signals.
Models: L55S603, L46S603



Ultimate Color Purity
Experience more vivid colors than standard HDTV.



Clear Sharp Picture
Noise reduction technology keeps digital television picture quality sharp and clear.
Models: L55S603, L46S603

SOUND



Enveloping Sound
SRS TruSurround HD™ is a suite of audio processing technologies that makes dialog more audible and envelops you in clear sound.



Powerful Equalizing Technology
CONEQ™ delivers clear, rich sound using professional equalizing technology. Dialog is clear and music sounds more dynamic when the speakers are perfectly optimized.
Models: L55S603, L46S603



Headphone Ready
The convenient headphone jack lets you listen to your TV without disturbing others.

CONVENIENCE



HDTV
Equipped with HDTV tuner for over the air, live Digital TV (DTV) broadcasts and QAM tuner for unscrambled cable channels.



Energy Saving Design
Rest easy. All of the UltraVision LCD TVs are energy efficient and ENERGY STAR® qualified.



Connect Your computer
Hitachi TVs include RGB inputs so you can hook your computer directly to the big screen.



USB Photo Viewer
Slide Show - View your compatible digital photos on-screen using the USB input on the side panel.
Models: L55S603, L46S603



Custom Picture Memories
Customize your picture settings for bright daytime and darker nighttime settings to save energy and reduce eyestrain. The timer automatically changes modes for you.
Models: L55S603, L46S603



Optimize Your Viewing
The lightweight, elegant design easily swivels to provide multiple viewing positions.



Fast Response Time
The Hitachi game mode optimizes the picture for great game playing speed and a clear picture.



Intelligent Light Sensor
The light sensor technology automatically adjusts the picture when the room light lowered to save energy and reduce eye strain.
Models: L55S603, L46S603



Lockable Picture Settings
PRO mode allows you to customize picture tuning and lock in professionally calibrated settings.
Models: L55S603, L46S603

The New Hitachi Alpha Series

A breakthrough line of HDTVs. The Alpha Series delivers a remarkably high-end viewing experience at an equally impressive and accessible price. With 7 high definition inputs, a beautiful gloss black design and convenient swivel stand, Alpha Series gives you all the features you expect from Hitachi at prices that respond to today's demand for luxury and value.



PICTURE PERFECT

Enjoy spectacular color, razor sharp images and the lifelike realism that only Hitachi can deliver. All Alpha Series TVs are ENERGY STAR® qualified.

FEATURE RICH

The Alpha Series delivers 7 high definition inputs, including 4 HDMI™ pure digital inputs for the best possible picture. View your PC photos and videos using the PC input.

HITACHI QUALITY

Today's Hitachi televisions are the result of over fifty years of expert television engineering. Experience matters.

HIGH DESIGN

The stunning picture is framed by a slim, elegantly curved gloss black bezel. The thin and light design is easily swiveled to accommodate various viewing positions.

PICTURE



1080p Perfected

This HDTV meets the highest HDTV resolution. 1920 pixels wide by 1080 pixels tall results in clearer details and smoother images.

Model: L42A403



720p Perfected

This HDTV exceeds the 720p HDTV standard resolution by offering 12% more pixels. 1366 pixels by 768 pixels tall results in clearer details and smoother images.

Model: L32A403



Pure Digital Input

HDMI™ is the industry standard for the highest possible digital audio, video, and data signals.



Component Inputs

Component connections deliver vivid high definition video and offer a convenient solution for devices that don't use HDMI™ connectors.



Picture Perfect

PicturePerfect processor produces an exceptionally sharp, detailed and noise free image.



Ultimate Color Purity

Experience more vivid colors than standard HDTV.



Ultra Clear Picture

The antiglare screen eliminates reflections so you can enjoy your HDTV without unwanted distractions.



Deep Rich Picture

Dynamic Contrast makes the whites whiter and the blacks blacker for a deep, rich picture.

SOUND



Enveloping Sound

SRS TruSurround HD™ is a suite of audio processing technologies that makes dialog more audible and envelops you in clear sound.



High Quality Sound

Dolby® Digital offers high quality sound with HDTV broadcasts and other sources.



Headphone Ready

The convenient headphone jack lets you listen to your TV without disturbing others.

CONVENIENCE



HDTV

Equipped with HDTV tuner for over the air, live Digital TV (DTV) broadcasts and QAM tuner for unscrambled cable channels.



Energy Saving Design

Rest easy. All of the Alpha LCD TVs are energy efficient and ENERGY STAR® qualified.



Connect Your computer

Hitachi TVs include RGB inputs so you can hook your computer directly to the big screen.



Optimize Your Viewing

The lightweight, elegant design easily swivels to provide multiple viewing positions.



Fast Response Time

The game mode optimizes the picture for great game playing speed and a clear picture.



Power Off Timer

Have you ever fallen asleep with the TV on? Hitachi's sleep timer can automatically turn off your TV after a selected time of up to 3 hours.



Closed Captions Capability

When closed captions are available, dialog and sound descriptions can be added on screen in clear, easy to read text.



Energy Saving Modes

This HDTV includes several modes that are programmed to save energy.

The New Hitachi LCD + DVD Series

LCD + DVD Series | L26D103 L19D103

These models combine a stunning HDTV viewing experience with the convenience of a built-in DVD player. Watch high definition TV, play DVDs and CDs, and share PC videos and photos with the ultimate in convenience and the stunning picture quality you get only from Hitachi.



PICTURE



720p Perfected

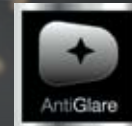
This HDTV exceeds the 720p HDTV standard resolution by offering 12% more pixels. 1366 x 768 pixels tall results in clearer details and smoother images.



Pure Digital Input

HDMI™ is the industry standard for the highest possible digital audio, video, and data signals.

Models: L26D103 (L19D103: HDMI 1)



Ultra Clear Picture

The antiglare screen eliminates reflections so you can enjoy your HDTV without unwanted distractions.

SOUND



MP3 Compatible Playback

DVD player can play MP3 CDs.

CONVENIENCE



Connect Your computer

This Hitachi TV includes a RGB input so you can hook you computer directly to the screen.



Headphone Ready

The convenient headphone jack lets you listen to your TV without disturbing others.



Energy Saving Design

The LCD+DVD HDTVs are energy efficient and ENERGY STAR® qualified.

PICTURE PERFECT

Enjoy spectacular color, razor sharp images and the lifelike realism that only Hitachi can deliver. All Hitachi LCD+DVD TVs are ENERGY STAR® qualified.

FEATURE RICH

These HDTVs have DVD players built-in, bringing ultimate convenience to ultimate performance. Share your PC photos and videos using the PC input.

HITACHI QUALITY

Today's Hitachi televisions are the result of over fifty years of expert television engineering. Experience matters.

HIGH DESIGN

The stunning picture is framed by a slim, elegantly curved gloss black bezel. The thin and light design is easily moved from room to room.



Key/Convenience Features	UltraVision® Series			Alpha Series		LCD+DVD Series	
	S603		S503	A403		D103	
	55"	46"	42"	42"	32"	26"	19"
Diagonal Class	55"	46"	42"	42"	32"	26"	19"
Model number	L55S603	L46S603	L42S503	L42A403	L32A403	L26D103	L19D103
1080p	■	■	■	■			
720p					■	■	■
120Hz	■	■	■				
60Hz				■	■	■	■
Reel120™	■	■	■				
HDMI™	5 (V.1.3)	5 (V.1.3)	4 (V.1.3)	4 (V.1.3)	4 (V.1.3)	2	1
x.v.Color™	■	■	■	■	■		
Deep Color	■	■	■				
10-Bit Panel	■	■	■				
Table Stand	Square Swivel	Square Swivel	Square Swivel	Oval Swivel	Oval Swivel	Square Fixed	Oval Fixed
Pre Programmed 5 Device Remote	■	■	■				
SRS TruSurroundHD™	■	■	■	■	■		
CONEQ™ Audio Enhancement	■	■					
PRO Day & Night Picture Memories with Timer	■	■					
MPEG Noise Reduction	■	■					
UltraVision Accent Logo On/Low/Off	■	■					
USB Photo Viewer	■	■					
Intelligent Light Sensor	■	■					
Power LED Brightness	■	■					
Selectable Gamma	■	■					
Selectable Dynamic Gamma (Black Enhancement)	■	■					
Blue Only Mode for Precise Color/Tint Setting	■	■					
Built-in DVD Player						■	■

Legend: ■ Step Up Feature ■ Standard Feature

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Inspire the Next


All specifications, features and dimensions are subject to change without notice. Refer to www.hitachi.us/tv for updates or more information.

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Closed Caption


This television receiver provides display of television closed captioning in accordance with Sec. 15.119 of the FCC rules.

TruSurround HD, SRS and the  Symbol are trademarks of SRS Labs, Inc.

Manufactured under license from Dolby Laboratories. Dolby and the double-D symbol are trademarks of Dolby Laboratories.

"x.v. Color" and  are trademarks of Sony Corporation.

 Manufactured under license from Real Sound Lab, SIA. CONEQ is a trademark of Real Sound Lab, SIA. CONEQ™ delivers clear, rich sound using proprietary professional equalizing technology. Dialog is clear and music sounds more dynamic when the speakers are perfectly optimized.

 CONEQ HA Mode™ (Hearing Aid) technology produces natural sound for the hearing impaired. The listener can enjoy details in music and clear dialog often without the help of a hearing aid.

HDMI, the HDMI Logo and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC.