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2006/2007 Hitachi UltraVision® Plasma HDTV's

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ULTRAVISION

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UltraVision® Plasma HDTV's

Hitachi UltraVision®
Plasma HDTV

The new Hitachi UltraVision® Series provides unsurpassed performance and beauty in a sleek modern design. This series features the world's highest resolution 42" Plasma.* For the ultimate in home theater, the Hitachi 55" Plasma model delivers an exceptional larger screen experience. The UltraVision® Series Plasma HDTV delivers seamless image reproduction and vivid colors for a stunning, life-like picture quality. Only innovative Hitachi technologies unleash the true power and beauty of Plasma.



42HDS69 Shown

Original Plasma Technology

55HDT79 Shown with optional power swivel tabletop stand STF552S



High Aperture Technology

The Hitachi 55" Plasma HDTV technology opens each pixel's aperture, smoothing and brightening the overall picture. The Hitachi 55" Plasma HDTV offers deeper, truer colors, better contrast, and more precise reproduction of high-definition programming than conventional plasma televisions. This original technology is the result of years of research developing and refining Plasma technology for the ultimate home theater experience.

(Featured in 55" models)

Hitachi High Aperture Technology

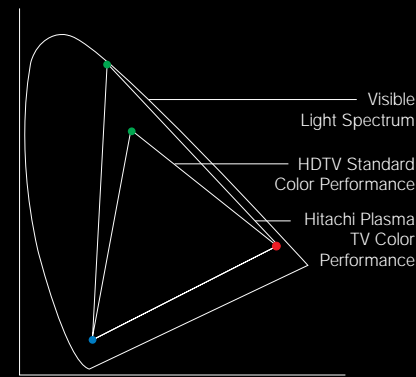


Conventional Pixel Technology



Pure HDTV Color

A special phosphor and gas formulation allows Hitachi Plasma to reproduce the full range of HDTV colors. This improves the richness of reds, greens and blues for a pure, vibrant image quality superior to conventional plasma HDTV.



Hitachi removes the grid for vivid color and a smooth life-like picture.



Hitachi 1,080 Line Display Technology

Innovative Plasma technology in the Hitachi 42" Plasma HDTV increases display resolution to over 1.1 million pixels. Designed for optimal display of 1,080 HDTV signals, Hitachi Plasma technology provides up to 40% more active pixels than conventional high definition plasma televisions, delivering life-like images that bring cinematic quality to home theater. Hitachi Plasma technology is a perfect combination of advanced engineering and seamless integration.

(Featured in 42" models)



Hitachi 1,080 line resolution Plasma display technology has more pixels to show life-like detail with greater precision (1,024 x 1,080)



Conventional 768 line panel (1,024 x 768)

Hitachi HDS69 UltraVision® Plasma HDTV



55HDS69 shown with optional manual swivel tabletop stand STF552S

Key Features

- World's Highest Resolution 42" Plasma HDTV* (42" models)
- HDMI™ Digital Interface x (3)
- Quick Start Seamless HDTV and NTSC Tuner
- 16-Bit/281 Trillion Color Capability
- Manual Swivel Tabletop Stand STF552S (Optional for 55HDS69 model)

Important Features

- 1,024 x 1,080i Display Resolution (42" models)
- 1,366 x 768p Display Resolution (55" models)
- High-Contrast Black Rib Structure (55" models)
- High Aperture Pixel Design
- 16% Brighter Panel Technology (42" models)
- PictureMaster™ HD III Video Processor
- Day & Night Picture Memory by Input with Timer
- 16:9 Standard with Zero Overscan
- 4:3 Expanded Mode for All TV Signals

- Split Screen/Picture in Picture
- Pure HDTV Color
- Component Video Inputs x (3)
- New Natural Color Anti-Reflective Glass Screen
- CableCARD™ Compatible
- Digital Cable Ready (QAM)
- 36-Watt 3-Way Speaker System
- Wall Mounting Bracket (Optional)
- Optical Digital Audio Output
- Universal Remote Control
- Multiple Screen Savers
- Discrete IR Codes
- Fixed Tabletop Stand ST55FX (Optional for 55" models)

Hitachi HDT79 UltraVision® CineForm™ Plasma HDTV



55HDT79 shown with optional power swivel tabletop stand STF552S

Hitachi HDT79 UltraVision® CineForm™ Plasma HDTV

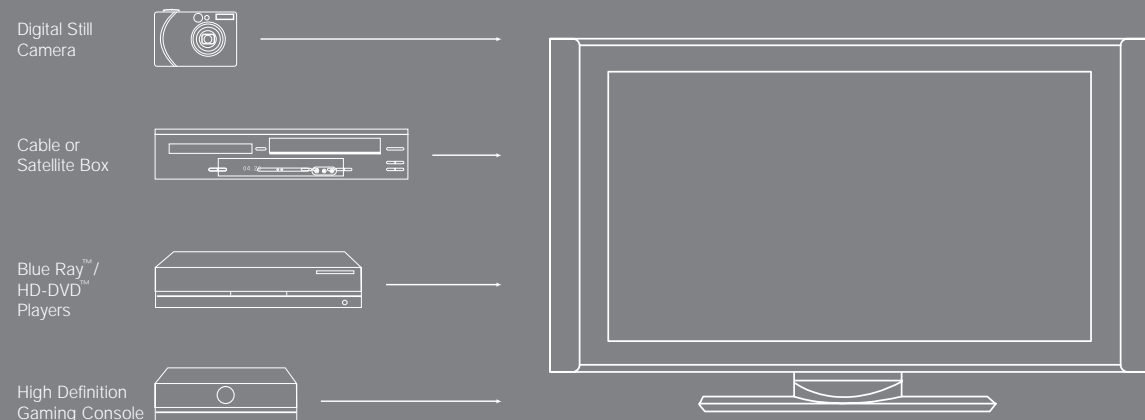
The HDT79 CineForm™ Plasma HDTV delivers greater convenience and precise color control in a sleek design. Black side speakers elegantly frame the advanced Hitachi Plasma display. A fully illuminated Roll and Click™ Remote Control promotes intuitive operation of the TV Guide On Screen® channel guide for easily finding favorite programs, and adjusting the TV position with the power swivel tabletop stand (optional for 55HDT79). Running a slide show is easy using the USB Photo Input, which is compatible with most digital photo files. Color

performance can be fine-tuned to precisely match the color palette of a digital camera using advanced color management. These premium features provide superior performance and convenience in the CineForm™ Series.

Feature Enhancements Compared to HDS69

- TV Guide On Screen® IPG
- Fully Illuminated Roll & Click™ Remote
- USB Photo Input
- Digital Color Management III
- Adjustable Color Decoder
- IR Outputs
- IR Pass Through
- Black Side Speakers
- Fixed Tabletop Stand ST55FX (Optional for 55" models)
- Power Swivel Tabletop Stand STF552S (Optional for 55HDT79 model)

UltraVision® Technologies (HDT79 & HDS69)



Triple HDMI™ and triple component connections provide high definition input capabilities for multiple sources. HDT79 Series models include a USB photo input for viewing slide shows.

HDMI™ Digital Interface x (3)

Hitachi provides industry leading digital input capability to allow use of three digital high definition sources for your home theater. These HDTV's are tested for maximum compatibility with an array of HDMI™ products.

(Featured in 42" & 55" models)

Color Performance

Improved light emitting phosphors and video processing power dramatically improve color performance for deep rich reds, greens, and blues. The PictureMaster™ HD III Video Processor features an industry leading 16-Bit / 281 Trillion color capability. The picture processing and Plasma technologies are perfectly integrated to produce a picture with remarkably smooth, deep color that delivers a stunning widescreen image.

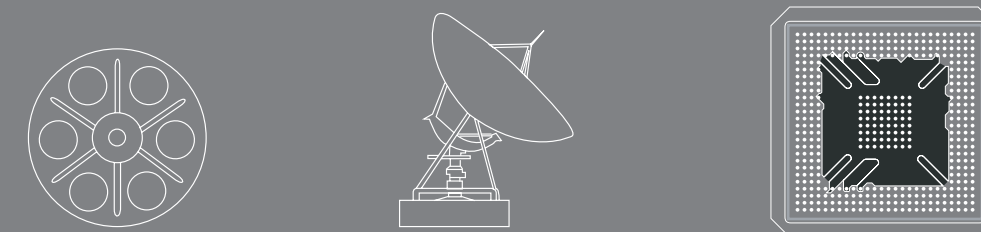
(Featured in 42" & 55" models)

16% Brighter Panel Technology

The new UltraVision® Plasma delivers a brighter, more vivid and realistic picture than a conventional plasma display. New Hitachi Plasma panel technology increases brightness by 16% while using 39% less electricity compared to previous generation panels.

(Featured in 42" models)

UltraVision® Plasma Technologies



When content from film is sent to your home it requires processing that can cause picture noise or distortion. Proprietary PictureMaster™ HD III technology reduces this noise to a minimum, recreating the smooth curves and high fidelity image of the original film source.

The PictureMaster™ HD III processor, another original Hitachi technology, delivers the best possible image regardless of the source.

The proprietary Hitachi PictureMaster™ HD III processor analyzes each high definition frame with dynamic histogram processing, for optimal digital image quality. Input from any source is processed for improved depth, detail, color and impact in both bright and dark scenes.

PictureMaster™ HD III Video Processor

Hitachi's new digital video processor is an ultra-fast computer, which digitally processes each image for maximum sharpness and color reproduction. By predicting the motion of on-screen images, PictureMaster™ reproduces more vivid and realistic motion sequences for a superior viewing experience.

(Featured in 42" & 55" models)

Multiple Screen Modes

Hitachi UltraVision® provides a wide range of options for viewing standard 4:3 programming on the 16:9 widescreen display for optimal picture quality from any source.

(Featured in 42" & 55" models)

New Natural Color Anti-Reflective Glass Screen

A special coating on the screen minimizes distracting room light reflections, improving light transmission and color purity, and enhancing contrast for dramatically more realistic picture quality.

(Featured in 42" & 55" models)

Instant Control

Fully Illuminated Roll & Click™ Remote

The slim ergonomic design and illuminated buttons make this remote easy to use. The remote is preprogrammed with the ability to control many home theater components, making it simple to get the most out of your home entertainment system. The unique rolling wheels make it easy to quickly adjust the volume or browse channels. Achieve convenient control of your home theater system with this slim and easy to use remote.

(Featured in HDT79 42" & 55" models)



Quick Start Seamless HDTV and NTSC Tuner

Hitachi HDTV tuner technology brings viewers a unique blend of convenience and performance. Conventional HDTV tuners need extended start-up time to scan for channels and require switching between antenna inputs when selecting analog or digital programming. Hitachi HDTV tuner technology delivers the picture quickly with seamless access to all available channels.

(Featured in 42" & 55" models)

Day & Night Picture Memory by Input with Timer

Separate Day and Night picture settings deliver superior image quality for any lighting condition. By simply pressing a button on the remote, or using the automatic timer, you can toggle between bright daytime settings and high fidelity nighttime settings for each source.

(Featured in 42" & 55" models)

Features Comparison

HDT79 Series Feature Enhancements

	42HDS69	42HDT79	55HDS69	55HDT79
TV Guide On Screen® IPG		x		x
Fully Illuminated Roll & Click™ Remote		x		x
USB Photo Input		x		x
Digital Color Management III		x		x
Adjustable Color Decoder		x		x
IR Outputs		x		x
IR Pass Through		x		x
Black Side Speakers		x		x

HDS69 and HDT79 Shared Features

1,366 x 768p Display Resolution			x	x
High-Contrast Black Rib Structure			x	x
World's Highest Resolution 42" Plasma*	x	x		
1,024 x 1,080i Display Resolution	x	x		
16% Brighter Panel Technology	x	x		
16-Bit/281 Trillion Color Capability	x	x	x	x
New Natural Color Anti-Reflective Glass Screen	x	x	x	x
PictureMaster™ HD III Video Processor	x	x	x	x
Day & Night Picture Memory Input with Timer	x	x	x	x
HDMI™ Digital Interface ¹	3	3	3	3
Component Video Inputs	3	3	3	3
Quick Start Seamless HDTV and NTSC Tuner	x	x	x	x
Digital Cable Ready/CableCARD™ Compatible ²	x	x	x	x
16:9 Standard With Zero Overscan	x	x	x	x
PIP Split Screen (with Tuner Only) ³	x	x	x	x
36-Watt 3-Way Speaker System	x	x	x	x
Discrete IR Codes	x	x	x	x

Specifications

Resolution - Horizontal x Vertical	1,024 x 1,080	1,024 x 1,080	1,366 x 768	1,366 x 768
Height - Without Tabletop Stand	25 9/16	25 9/16	33 1/8	33 1/8
Height - With Tabletop Stand	28 1/8	28 1/8	36 3/4	36 3/4
Width	44 11/16	44 11/16	59 1/2	59 1/2
Depth (Plasma without Tabletop Stand)	4 5/16	4 5/16	4 11/16	4 11/16
Weight - Without Tabletop Stand	75 lbs	75 lbs	130 lbs	130 lbs



Shown with ST55FX

Tabletop Stand (Optional for 55" included with 42")

Manual Swivel Stand Included	x			
Power Swivel Tabletop Stand Included		x		
Fixed Tabletop Stand Optional (ST55FX)			Optional	Optional
Manual Swivel Tabletop Stand Optional (STF552S)			Optional	
Power Swivel Tabletop Stand Optional (STF552S)				Optional
Wall Mounting Bracket Optional Tilt (WM51)	x	x	x	x

¹ HDMI inputs are compatible with DVI-HDTV (HDCP) signals when combined with an adapter cable. Adapter cable is not included.

² This digital television is capable of receiving basic analog, digital basic and digital premium cable television programming by direct connection to a cable system providing such programming. A security card (CableCARD™) provided by your cable operator is required to view encrypted digital programming. Certain advanced interactive digital cable services may require the use of a set top box: video-on-demand, cable operator enhanced program guide, data enhanced television service.

³ With TV Tuner Only

* Hitachi introduces the world's highest resolution 42" Plasma as of May 2006.

All specifications, weights and dimensions are subject to change without notice.