2012 Introduction

Embargo release date: 8th September 2011

IFA 2011

D-ILA

Embargo release date: 8th September 2011

IMPROVED PICTURE QUALITY

DLA-X90R 120,000:1

DLA-X70R 80,000:1

DLA-X30 50,000:1

HOME 4K THEATRE

ADVANCED 3D QUALITY

CONFIDENTIAL Internal use only

DLA-X90R

4K 2D

2D-to-3D

3D

BRIGHT & ADVANCED

Available in November 2011

Glossy black finish body

Native contrast 120,000 : 1

THX 3D DISPLAY

isf ccc

DLA-X70R

4K 2D

2D-to-3D

3D

BRIGHT & ADVANCED

Available in November 2011

Glossy black finish body

Native contrast 80,000 : 1

THX 3D DISPLAY

isf ccc

DLA-X30

2D-to-3D

3D

BRIGHT & ADVANCED

Available in November 2011

Matt black finish body

Matt white finish body

Native contrast 50,000 : 1

3D synchro emitter (PK-EM1) and Active shutter glasses (PK-AG1B & PK-AG2B) are optional accessories

CONFIDENTIAL Internal use only

2012 D-ILA QUALITY

EVOLUTION OF BASIC PICTURE QUALITY

Review of the optical components and design improves brightness.

i.e. More than 50% up DLA-X30 with 3D picture mode and 2D/D65 setting

INDUSTRY HIGHEST NATIVE CONTRAST

New Enhanced Pure Wire Grid and new optical construction control the light and minimize the leaking

On top of basic picture quality improvement, we have upgraded features in new line-up

4K PRECISION
for 2D playback

- PIXEL SHIFT PROJECTION TECHNOLOGY
- NEWLY DEVELOPED SCALING TECHNOLOGY

ADVANCED 3D ENTERTAINMENT

- BRIGHTNESS UP
- EASY OPERATION
- 2D-to-3D CONVERSION
- VARIOUS ADJUSTMENTS

STEP UP EASE OF USE

- LENS MEMORY
- NEW PIXEL ALIGNMENT
- UPGRADED SCREEN ADJUST
- and more…

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4K

3840 x 2160

4K
3840x2160

Full HD
1920x1080

HIGH RESOLUTION
4 x FULL HD

JVC Scaling and projection technology

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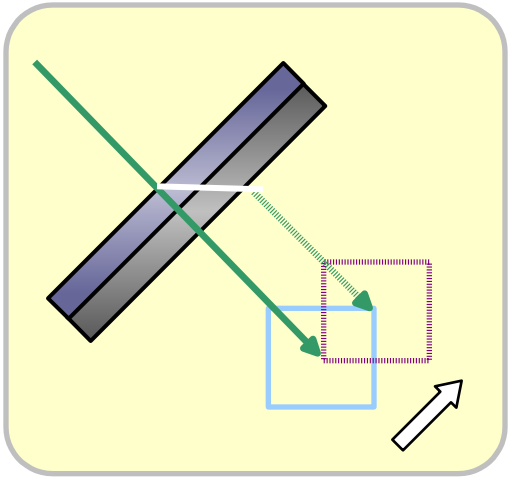
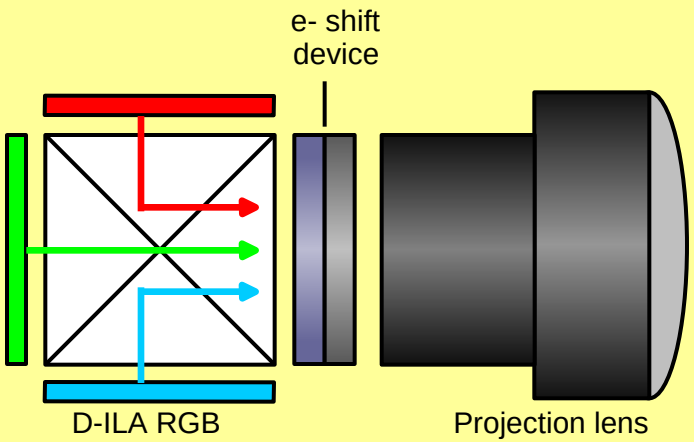
4 K

3840 x 2160

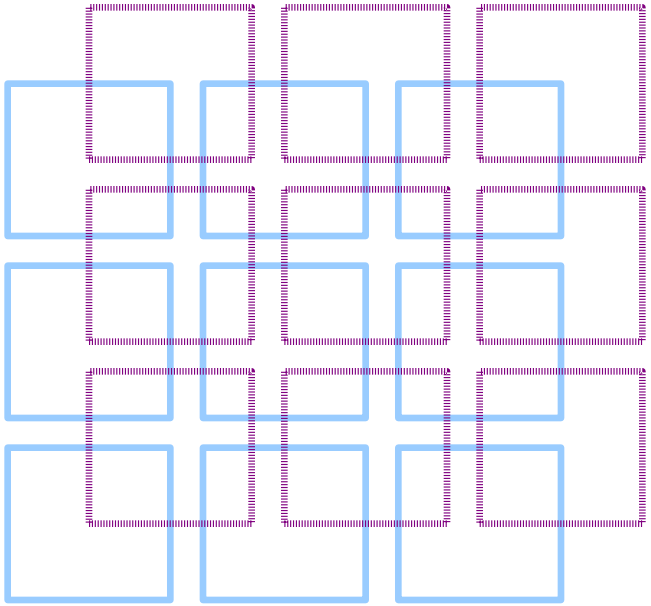
e-Shift technology enables 4K projection by 2K device



Newly developed pixel shift device makes it possible to project 4K 2K precision by using 0.7inch Full HD D-ILA device



NEW D-ILA optical unit



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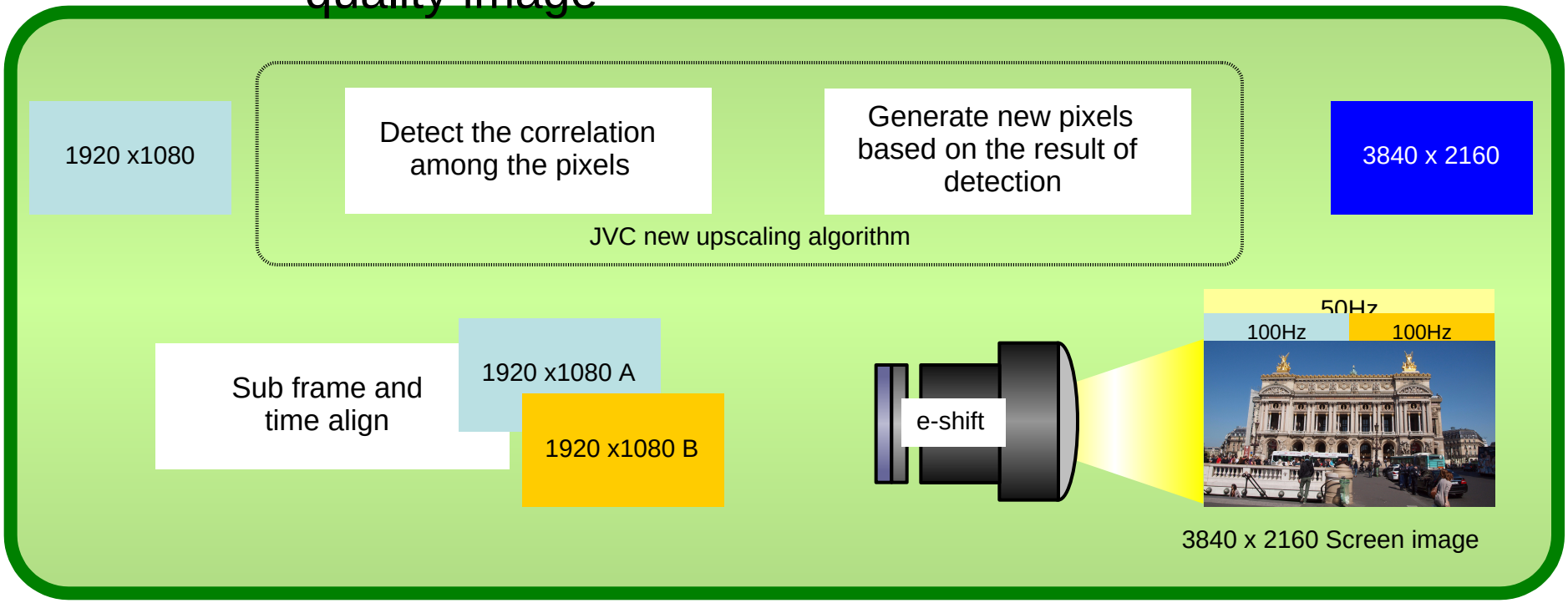
4K

3840 x 2160

Newly developed signal scaling system makes real 4K 2K quality image



Note:

1. 4K playback is for 2D source only. 3D content is projected at Full HD resolution.
2. All 2D signals (from DVD, Blu ray, set top box or server, etc) are automatically up-converted to 4K precision
3. As the projector is designed for home theatre use, 4096 x 2160 material, which is available on a very limited basis, are not accepted.

2012 4K upscaling principle

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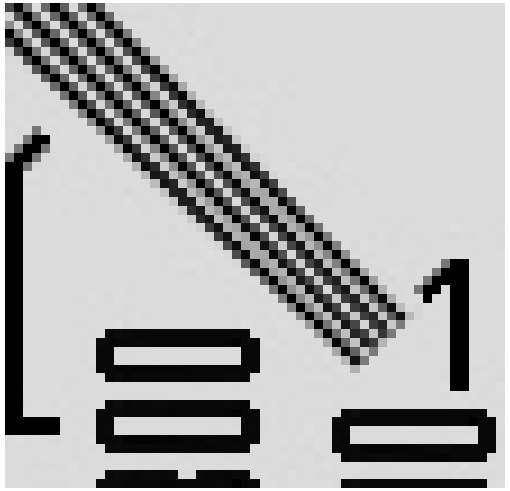
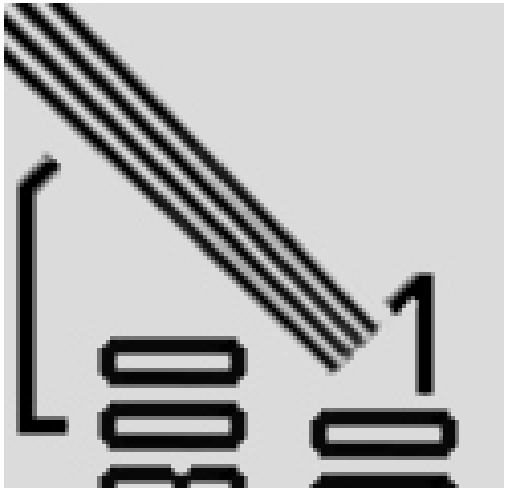


Original

Conventional upscaling



JVC

2011 4K upscaling principle

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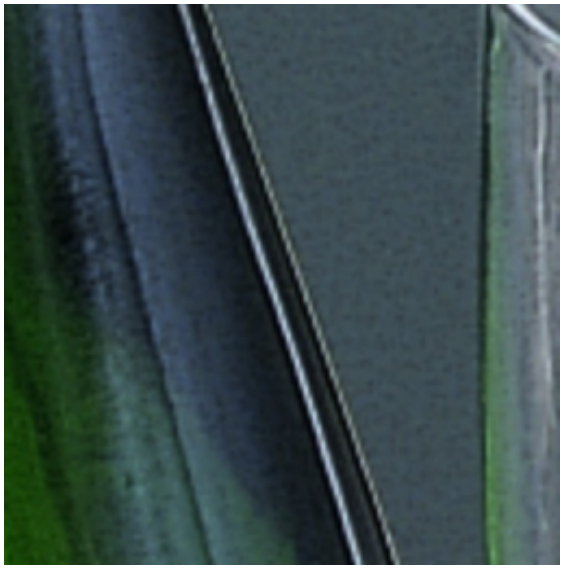
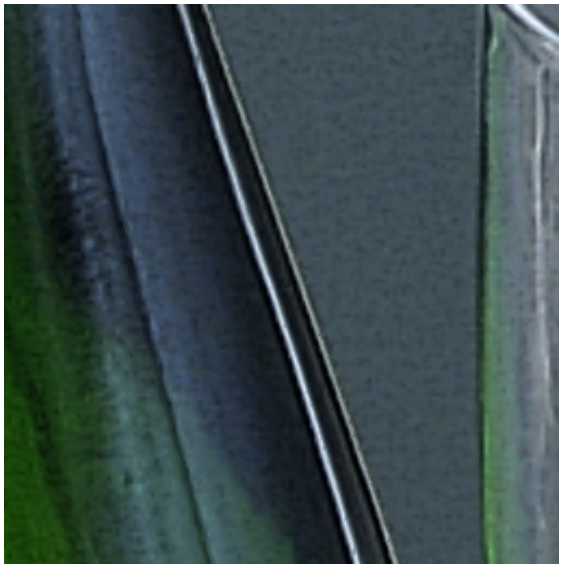
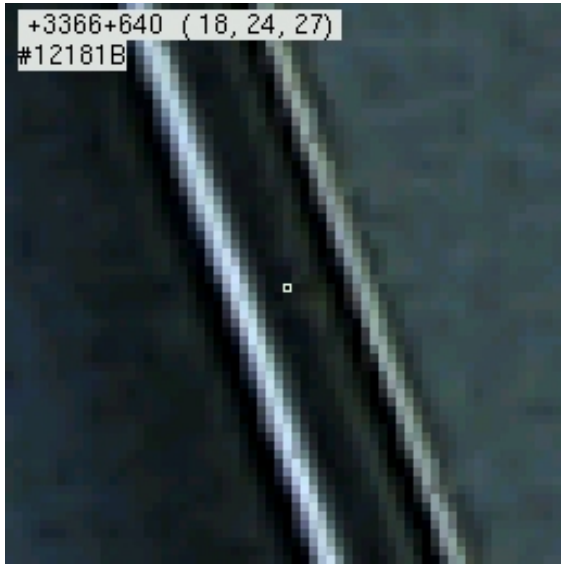
Original



Conventional upscaling



JVC



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ADVANCED 3D ENTERTAINMENT

D-ILA 3D system principles

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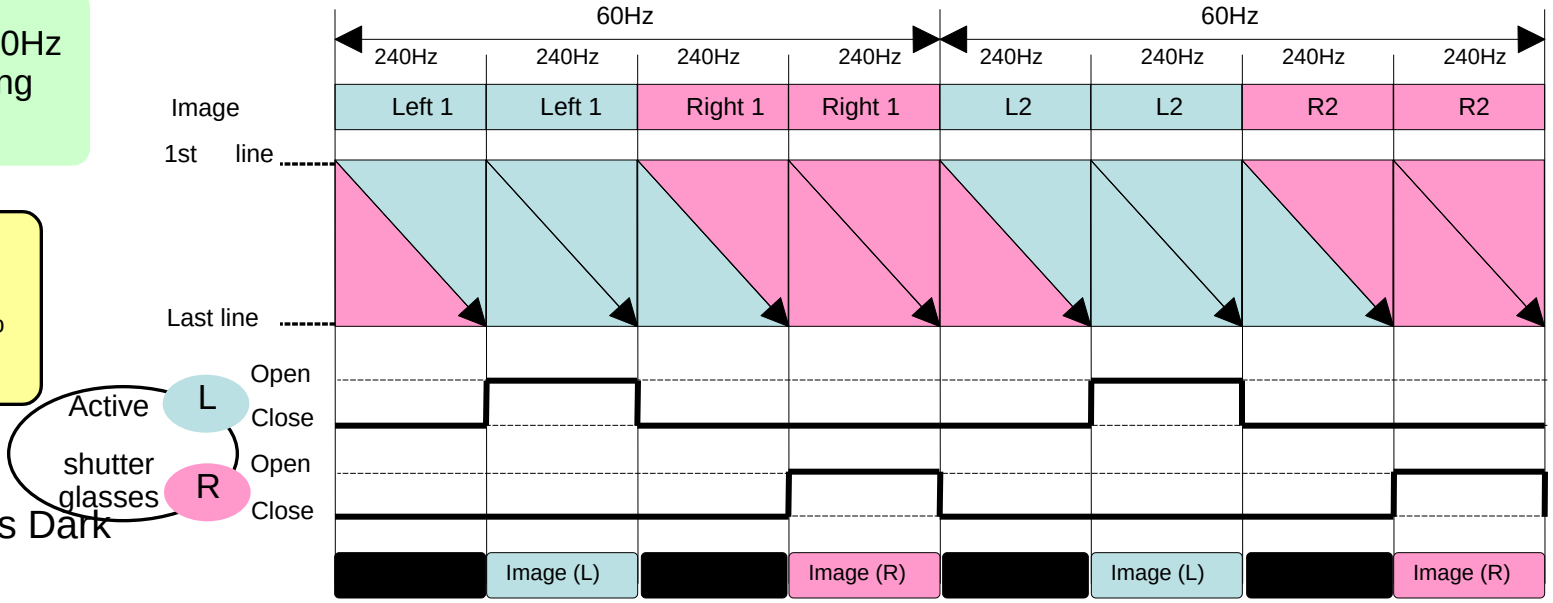
Competitor's 240Hz Line addressing

*Line by line

Addresses each frame line by line. Shutter is only 50% open

Low brightness Dark images

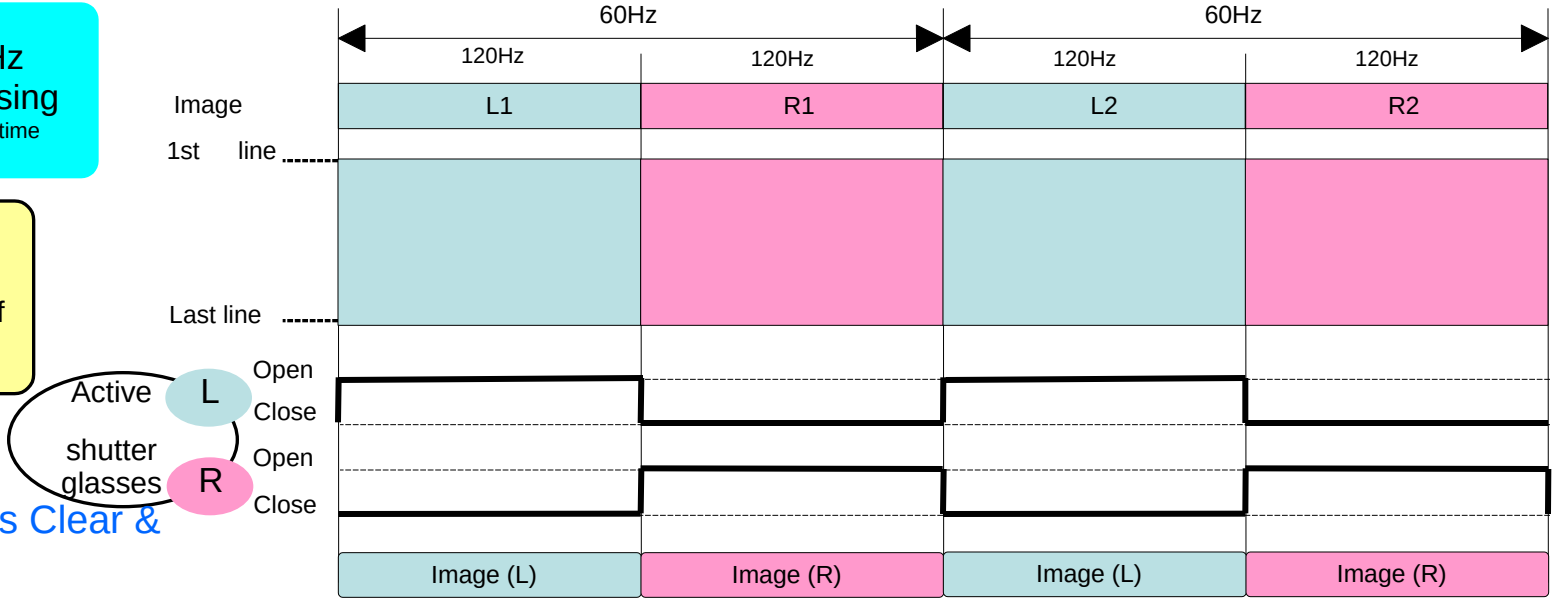


D-ILA 120Hz Frame addressing

*100% frame at one time

100% frame addressed at one time, no wasting of time

High brightness Clear & vivid images



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NEW 3D FEATURES

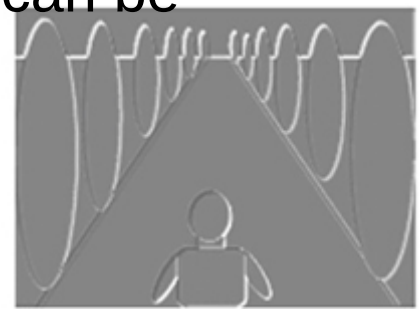
2D-to-3D CONVERTER

JVC's original 2D-to-3D conversion technology designed for professional business use is now available in the home

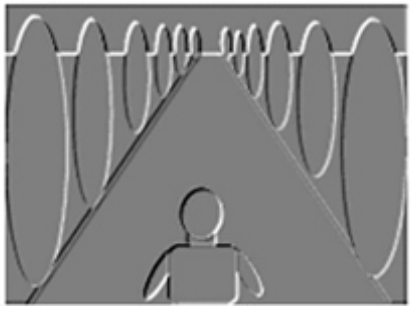
TV program, DVD/Blu-ray, video shot by camcorders, now all the contents can be converted 3D with excitement

Depth control

By contents or preference, 3D depth and popping up level can be chosen



LOW



HIGH

Subtitle adjustment

Distorted shape is corrected

Converter

Converter

Subtitle

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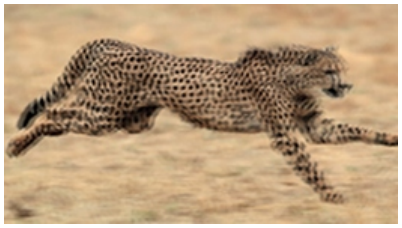
CROSS TALK CANCELLER

Analyses left and right pictures and applies a JVC original algorism. Crosstalk is dramatically decreased without loosing picture quality

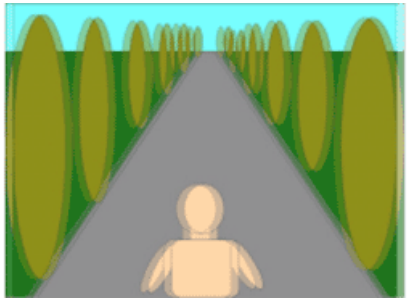


OFF

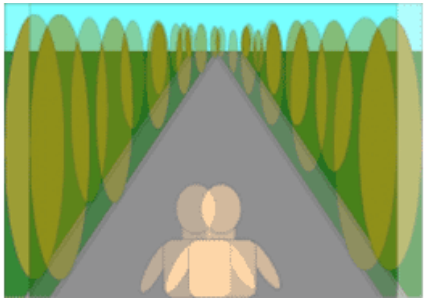
ON

PARALLAX ADJUSTMENT

Parallax adjustment controls right and left pictures horizontally to achieve more suitable and preferable 3D image



LOW



HIGH

3D DIRECT KEY ON REMOTE

Direct remote key for easier 3D operation

3D format key is to choose Frame packing, Side-by-side or Top-bottom

3D control key is shortcut to 3D menu OSD to control 2D-3D control, Parallax Adjust etc.

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PK-AG2

Compact rechargeable glasses

WxHxD （mm） 182x37x174

Weight 40g

USB charging cable and bag provided

Compatible with JVC 2010 models (DLA-X3, X7 and X9) as well

PK-EM1

(continues)

PK-AG1

WxHxD （mm） 168x48x165

Weight 56g

Compatible with JVC 2011 models (X30, X70R and X90R) as well

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“EASE OF USE” FEATURES

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LENS MEMORY

With 16:9 screen

With 2.35:1 cinema scope size screen

3 lens positions (zoom, focus and shift) can be stored and recalled easily

Memory 2 (example) / 2.35 : 1

Memory 1(example) / 2.35 : 1

Memory 3 (example) / 2.35 : 1 with subtitle

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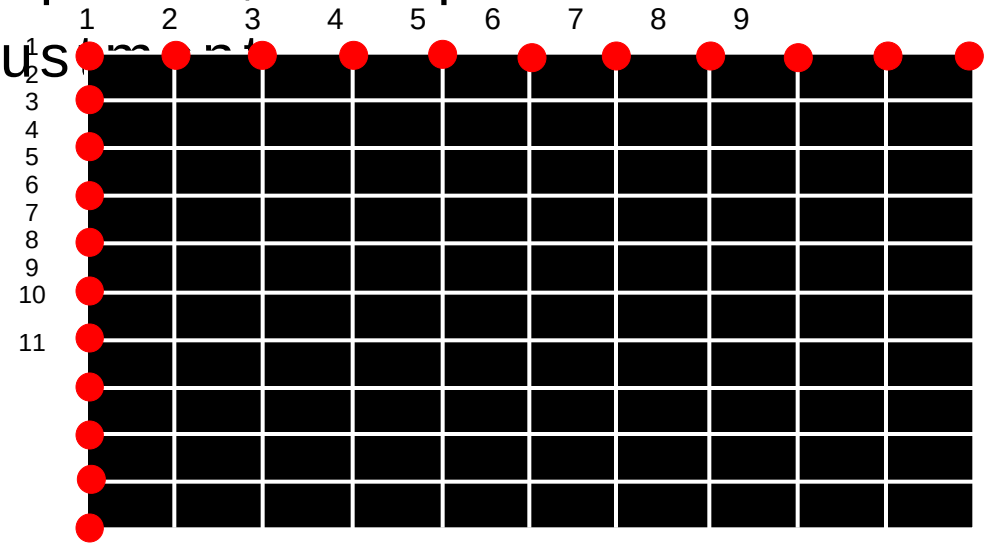
NEW PIXEL ALIGNMENT SYSTEM

121 points, 1/16 pixel adjustment



New alignment system allows much more precise adjustment than before in 1/16 pixel increments
It is also possible to divide a screen by 121 grid and align each grid

The combination of these two alignments allows images without colour [illegible]

D-ILA → D-ILA

Before After

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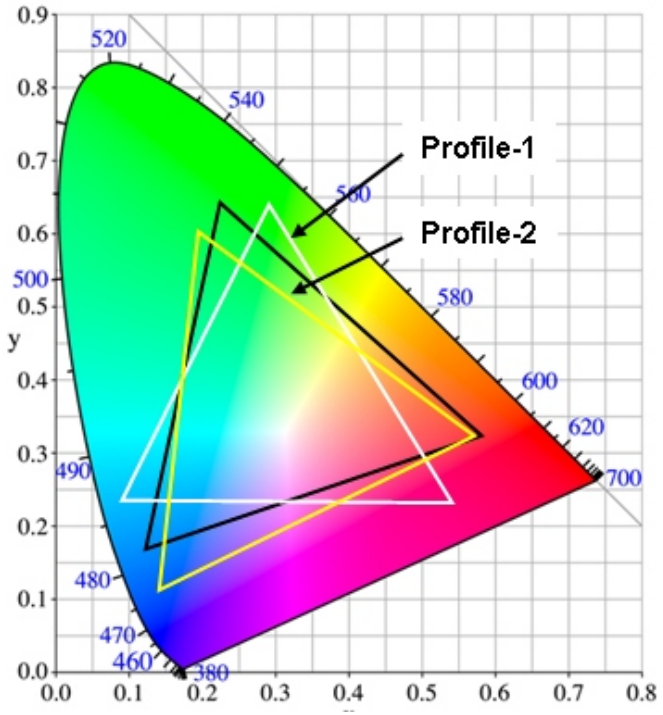
PREMIUM FEATURE OF DLA-X90R

1. USER COLOUR PROFILE



In addition to the preset colour profile, your original colour profile can be created by PC
The created data can be uploaded to the projector through the RJ45 connection.
The data stored in USER 1 - 5 can also be stored on the PC through the RJ45 connection

Required software for PC can be downloaded from the JVC website

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PREMIUM FEATURE OF DLA-X90R

2. AUTO CALIBRATION

With generally available colour meters, perfect and easy set up is possible

(1) To adjust for viewing environment

(2) To set and maintain correct white balance

Original

After 1,000 hours

Calibrated

Requires Datacolor Spyder3pro or Spyder3Elite colour meters Required software for PC can be downloaded from the JVC website

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The other improvements from 2010

Model	Feature	2010	2011
ALL	3D Format Side-by-side	1080p@60i/60p/50i/50p/24p	1080p@60i/60p/50i/50p/24p, 720p@50p/60p
ALL	Anamorphic mode	2D only	2D and 3D
ALL	Component terminal	Silver	Gold plated
ALL	Remote Code	1 mode	2 modes (A<->B)
ALL	Sleep timer	Sleep timer	Sleep timer with “power off” alert
ALL	User picture Mode	3 modes	5 modes, mode rename
X70R, X90R	Screen adjust	94 modes	99 modes + additional screen information updatable from web by RJ45 connection
X70R, X90R	Picture Tone	For Film mode only	For all picture modes
X70R, X90R	Dark/Bright level	For Film mode only	For all picture modes

2012 Feature list

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Model		DLA-X30	DLA-X70R	DLA-X90R
Device		0.7 inch Full HD D-ILA x3		
e- shift		-		
Resolution		1920 x 1080	3840 x 2160 (2D), 1920 x 1080 (3D)	
Lens		x2 Motorized Zoom and Focus		
Lens shift		Vertical 80% Horizontal 34% Motorized		
Lamp		220W UHP		
Brightness		1300lm	1200lm	
Contrast		50,000:1	80,000:1	120,000:1
Input	HDMI	2 (3D/Deep Color/CEC)		
	D-sub15	-	1	
	RS-232C	1		
	RJ45		1	
	Trigger	1		
	Remote	1		
	3D	1		
Power consumption		330W (0.8W stand by)	360W (0.8W stand by)	
Size (WxHxD)		455x179x472 mm		
Body colour		Matt B & W	Glossy black	
Fan noise		20dB (Lamp normal mode)		
Weight		14.9kg	15.4kg	

Model	DLA-X30	DLA-X70R	DLA-X90R
Pixel alignment	1 pixel	1/16 pixel	
Aperture	16 steps	Advanced 16 steps	
3D ready			
2D-3D conversion			
Clear motion drive	x2 speed		
isf	-		
THX	-	THX 3D	
Color management	-		
Auto lens cover	-		
Lens memory	3 memories		
Screen adjustment	3 mode	99 mode (max 255)	
Auto calibration 1			
Auto calibration 2			
User color profile			

Model	PK-AG2	PK-AG1
Size (WxHxD)	182x37x174 mm	168x48x165 mm
weight	40g	56g
Emitter	Compatible with PK-AG1	
Projector	Compatible with X3, X7, X9, X30, X70R and X90R	

Terminals in rear

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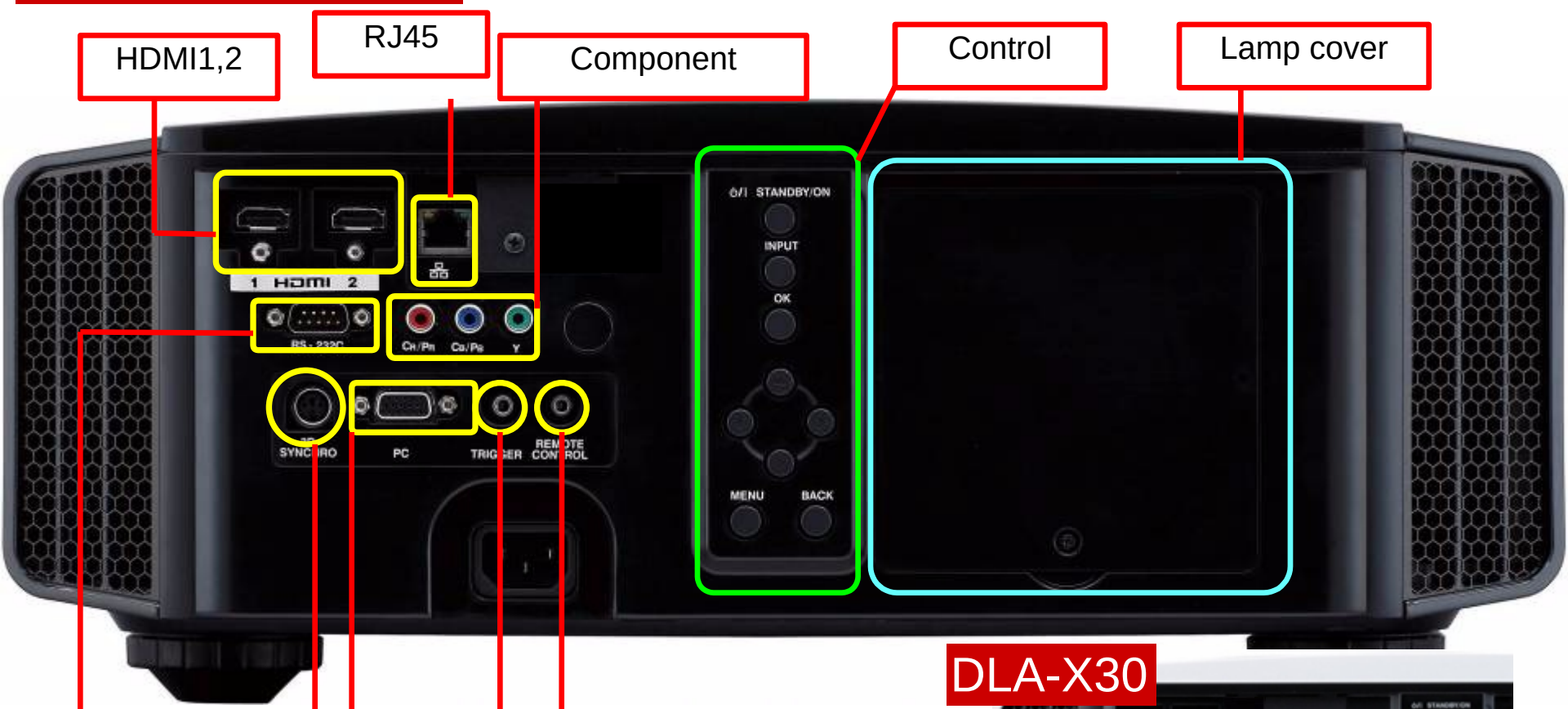
DLA-X90R / DLA-X70R



DLA-X30

2012 Key Features Picture mode & colour profile

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Model	Picture Mode	Colour Profile	
DLA-X90R DLA-X70R	FILM	Film1	Xenon lamp profile simulated with Kodak film
		Film2	Xenon lamp profile simulated with Fuji film
	CINEMA	Cinema1	JVC original profile for Cinema
		Cinema2	DCI simulated
		Standard	sRGB (HDTV) simulated
	ANIME	Anime1	JVC original profile (CG animation)
		Anime2	JVC original profile (Cell animation)
		Standard	sRGB (HDTV) simulated
	NATURAL	Standard	sRGB (HDTV) simulated
		Video	JVC original profile for video contents
		Vivid	JVC original profile for game etc
		Adobe RGB	Adobe RGB simulated
	STAGE	Stage	JVC original profile for contents such as live music, opera etc
		Standard	sRGB (HDTV) simulated
	3D	3D	JVC original profile for 3D
		Standard	sRGB (HDTV) simulated
		Vivid	JVC original profile for game etc
	THX	-	THX colour profile (sRGB)

Model	Picture Mode	Colour space	
DLA-X30	(Same as X90R & 70R, except for THX)	Standard	sRGB (HDTV) simulated
		Wide1	DCI simulated
		Wide2	JVC original colour space