

NEWS RELEASE

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FOR IMMEDIATE RELEASE

JVC OFFERS WORLD'S MOST ADVANCED HOME THEATER PROJECTOR

Featuring Faroudja ® Technology, the DLA-HD2K Provides True Cinema-Quality Images for the Ultimate Home Theater

NEW YORK, NY (May 20, 2004) – JVC PROFESSIONAL PRODUCTS COMPANY announced the DLA-HD2K home theater projection system. Featuring three of JVC's newly developed High Definition (HD) Direct Drive Image Light Amplifier (D-ILA™) devices and electronics unit co-developed with Faroudja, a division of Genesis® Microchip, the DLA-HD2K produces the highest quality home theater images available to date. At 1920x1080, the DLA-HD2K offers higher native resolution than found in most digital cinema projectors, enabling users to enjoy true cinema-quality images in home theaters, museums, screening rooms and corporate venues.

The DLA-HD2K's 1920x1080 resolution precisely matches the resolution of HD broadcasts and recordings, and allows them to be viewed in the highest quality with original picture detail. JVC's exclusive D-ILA chip technology achieves this technological feat, using an advanced form of Liquid Crystal on Silicon (LCOS) that is capable of greater pixel density than competing technologies such as DLP or LCD. Previously, obtaining this level of resolution required much larger chips, and resulted in large, bulky and very expensive projectors. The DLA-HD2K is JVC's first home theater projector offering native 1920x1080 resolution and is by far the smallest and lightest full HD projector in the industry.

Three separate imaging panels in the D-ILA device eliminate the need for a color wheel so there is no "rainbow effect." Each D-ILA pixel is a non-moving highly reflective mirror surface behind layers of liquid crystal. Since the mirrors do not move, they can be placed very close together which virtually eliminates the "screen door effect" visible in other projection technologies. The viewer can watch D-ILA images for hours at a time without any eye fatigue.

"The DLA-HD2K sets a new standard in image quality for home theater with resolution that was previously only available in projectors selling for well into the six-figure price range," explained Gary Klasmeier, product marketing manager D-ILA Products of JVC PROFESSIONAL PRODUCTS COMPANY. "The images produced on the DLA-HD2K are nothing short of stunning. With typical JVC affordable pricing, the HD2K will comfortably fit into the budget of higher quality home theaters."

Movies viewed on the DLA-HD2K are produced with natural but deeply saturated colors and the 1920x1080 resolution closely matches the look of film. The DLA-HD2K features a 2000:1 contrast ratio for deep rich cinema-quality blacks with smooth gradations and low noise, particularly in darker areas of less than 20 percent video level. Color temperature is factory-set to D65 assuring accurate color reproduction and rich, natural colors. Using JVC's proprietary optical engine, the DLA-HD2K is specifically designed to produce cinema standard illumination levels on 16x9 screens found in elite

home theaters today with the lamp operating cost of less than 25 cents per hour.

The DLA-HD2K is equipped with a separate digital video processor co-developed with Faroudja, a company renowned worldwide for creating powerful video processing and technologies. The video processor can be connected to various home theater video components and accepts a wide variety of video inputs including 480i/480p/720p/1080i via analog or digital inputs and is fully HDCP compliant. The unit is capable of converting standard analog and digital DVI video to a high-resolution digital video signal, which can be transmitted via the DVI-D connector to the projector.

Unlike bulky one-piece units, the DLA-HD2K's projector head is only (11-23/32" x 5-9/32" x 14-3/16"/298 x 134 x 360mm) and weighs a mere 13.2 lbs. A smaller-size, two-piece design allows for a clean and simple, less conspicuous installation as the projector is more compact than competing 3 chip models and easier to hang from a ceiling. It is connected to the digital video processor by a single zero-loss digital cable (DVI-D) transmitting the 1080/60p signal. The projector head and processor can be separated by up to 160 feet. This configuration keeps the cabling to other electronic components to an absolute minimum while preserving full digital quality at the projector head.

High-resolution photos are available on the JVC Web site at:

http://pro.jvc.com/prof/Attributes/pics.jsp?tree=&model_id=MDL101489&itempath=&feature_id=04.

ABOUT GENESIS ® MICROCHIP

Genesis Microchip Inc. (Nasdaq: GNSS) is a leading provider of image processing systems enabling superior picture quality in LCD TVs and a variety of consumer and PC-display products. Featuring Genesis Display Perfection™ technologies and Emmy award-winning Faroudja® video technology, Genesis system-on-a-chip solutions are used worldwide by display manufacturers to produce visibly better images across a broad array of devices including flat panel displays, digital TVs, projectors and DVD players/recorders. The Genesis technology portfolio features analog and mixed signal system-on-a-chip design, DCDi® by Faroudja deinterlacing, TrueLife™ video enhancement and IntelliComb™ video decoding and includes over 135 patents. Founded in 1987, Genesis supports its leading brand-name customers with offices in the U.S., Canada, India, Taiwan, Korea, China and Japan. For more information about Genesis Microchip Inc. or Genesis Display Perfection technologies, please visit www.gnss.com.

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ABOUT JVC PROFESSIONAL PRODUCTS COMPANY

JVC PROFESSIONAL PRODUCTS COMPANY, located in Wayne, New Jersey, is a leading manufacturer and distributor of a complete line of broadcast and professional equipment. For more information about this, or any other JVC PROFESSIONAL PRODUCTS COMPANY product, contact JVC at (800) 582-5825; or Deirdre Breakenridge or Candace Vadnais at PFS Marketwyse 973-812-8883, or visit JVC's Web site at <http://www.jvc.com/pro>.

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