

A woman with dark hair styled in an updo, wearing a black sleeveless dress with a wide, patterned belt and black strappy heels, stands elegantly to the left of a Hitachi flat panel television. The TV is mounted on a dark stand and features a vertical silver speaker on its left side. The background is a traditional Japanese floral painting on a gold-leafed wall. The text "Japan's best kept secret" is positioned above the TV.

Japan's best kept secret

Flat Panel
Brochure 2006

HITACHI
Inspire the Next

9000 SERIES

Feast your eyes on the stylish new 9000 series of flat screen televisions from Hitachi. These HD ready displays are designed to brighten up your home with images sharper than you've ever seen before. One of the features that makes this possible is our pioneering new ALiS 1080 technology, which provides unparalleled picture quality.



42PD9700

106cm Visible PLASMA

In a class of its own, the 42PD9700 is Hitachi's flagship plasma screen. Its innovative new ALiS 1080 panel displays unbelievably crisp pictures, by reproducing every line of high definition 1080i broadcasts. And with PICTURE MASTER technology inside, a panel luminance of 1400 cd/m² and contrast ratio of 4000:1. Combined with its innovative design, it is no surprise that it was awarded 2006 Gold Award for Product Design from the International Forum for Design.

- 106cm Visible Plasma Widescreen Television
- PICTURE MASTER HD Technology
- Digital Terrestrial & Analogue Tuner
- HD Ready
- New ALiS 1080 Panel (1024 x 1080)
- Panel Luminance of 1400cd/m²
- Contrast Ratio 4000:1
- 2 HDMI Sockets
- 3 SCART Sockets
- USB Terminal + SD Card Reader
- Motorised Swivel Stand
- 1200 Text Pages





55PD9700

141cm Visible PLASMA

With an impressive screen size of 141cm from corner to corner, the 55PD9700, brings the big screen into your living room. Literally. And as well as enjoying moving images, you can easily display your photos with its built-in USB terminal and SD card reader.

Available July 2006

- 141cm Visible Plasma Widescreen Television
- PICTURE MASTER HD Technology
- Digital Terrestrial & Analogue Tuner
- HD Ready
- New E-ALiS Panel (1366 x 768)
- Panel Luminance of 1000cd/m²
- Contrast Ratio 1000:1
- 2 HDMI Sockets
- 3 SCART Sockets
- USB Terminal + SD Card Reader
- Motorised Swivel Stand
- 1200 Text Pages



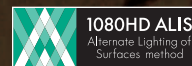
32LD9700

81cm Visible LCD

The 32LD9700 combines stunning design and high performance. Use it to watch films, show photographs, or even play computer games from your PC in style.

Available September 2006

- 81cm Visible LCD Widescreen Television
- PICTURE MASTER HD Technology
- Digital Terrestrial & Analogue Tuner
- HD Ready
- High Resolution Panel (1366 x 768)
- 2 HDMI Sockets
- 3 SCART Sockets
- USB Terminal + SD Card Reader
- Motorised Swivel Stand
- 1200 Text Pages



ALiS 1080 PANEL

The new ALiS 1080 panels puts Hitachi a cut above other plasma screen televisions. This revolutionary technology minimises the barriers between pixels, so that the pixel density can be increased to reproduce every single line of high definition 1080i broadcasts – for the clearest television pictures you will find anywhere.

This system will also increase the number of lines from conventional broadcasts to give outstanding quality.

(The ALiS 1080 panel is available on the 42PD9700 and 42PD8700).



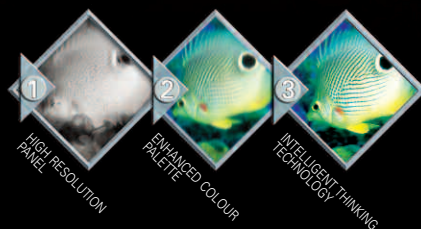
PICTURE MASTER

The power behind the amazing pictures you see on a Hitachi flat-panel TV is our PICTURE MASTER system. Like all the best ideas, it's easily explained.

The ALiS 1080 Panel is the 'canvas' on which the picture is drawn. The pixels are the palette that is used to provide the colour, and the ALiS system is the brush that draws the picture.

Finally, the PICTURE MASTER HD chipset is the 'brain' that continuously monitors the picture, and makes adjustments in real time to give optimum picture performance.

What's more, the new PICTURE MASTER HD processor can now detect colour as well as brightness signals using histogram detection. This allows fine adjustment of brightness levels, improved dark images and more accurate colour reproduction.



HDTV (HIGH DEFINITION TELEVISION)

There has been much talk of High Definition Television (HDTV). And now it has well and truly arrived. HDTV is bringing television broadcasting into a new era, generating the sharpest, most detailed TV images ever, using many more pixels than analogue or Standard Definition TV (SDTV).

While there is still some discussion about what is true HDTV, it's generally accepted that 1,080-line interlaced (1080i) or 720-line progressive (720p) are HDTV. Creating the strongest and most detailed TV image you can have, it's even crisper than a DVD picture.

A champion of technological innovation, Hitachi has made all of its flat screen televisions HD ready.



Standard Resolution



HDTV

MOTORISED SWIVEL STAND

Use the remote control to move the television to the optimal viewing angle, from the comfort of your armchair.

8000 SERIES

Fantastic images, cutting-edge design and great functionality. Whether it's a plasma screen or LCD you're looking for, the Hitachi 8000 series offers all of this and more, so you can enjoy crisp, stunning images every night of the week.



42PD8700

106cm Visible PLASMA

The 42PD8700 uses Hitachi's ground breaking ALiS 1080 plasma panel to give you an amazing viewing experience. This revolutionary technology fits an unsurpassed number of pixels on the screen, providing your home with high quality, fast moving images, whether you're watching an epic movie, or playing action-packed computer game.

Available July 2006

- 106cm Visible Plasma Widescreen Television
- HD Ready
- Digital Terrestrial & Analogue Tuner
- New ALiS 1080 Panel (1024 x 1080)
- 2 x SCART Sockets
- HDMI and Component Sockets
- 15-pin D-sub PC Socket
- Panel Luminance of 1400 cd/m²
- Contrast Ratio 4000:1
- 2 x 10W RMS Output
- Headphone Socket for Personal Viewing





37LD8700

94cm Visible LCD

Hitachi's new 37LD8700 LCD widescreen television unites the best from the world of viewing technology with a slimline design to offer a beautiful addition to any room in your house.

Available July 2006

- 94cm Visible LCD Widescreen Television
- HD Ready
- Digital Terrestrial & Analogue Tuner
- High Screen Resolution of 1366 x 768 pixels
- 2 x SCART Sockets
- HDMI and Component Sockets
- Side Input Terminal
- 15-pin D-sub PC socket
- Panel Luminance 500cd/m²
- Contrast Ratio 800:1
- 2 x 8W RMS Output
- Headphone Socket for Personal Viewing



32LD8700

82cm Visible LCD

Ultra-thin, ultra-clever, the 32LD8700 will enhance any lifestyle. As with all Hitachi flat screen TVs, it is HD ready and will add elegance to your room.

Available July 2006

- 82cm Visible LCD Widescreen Television
- HD Ready
- Digital Terrestrial & Analogue Tuner
- High Screen Resolution of 1366 x 768 pixels
- 2 x SCART Sockets
- HDMI and Component Sockets
- Side Input Terminal
- 15-pin D-sub PC socket
- Panel Luminance 550cd/m²
- Contrast Ratio 1000:1
- 2 x 8W RMS Output
- Headphone Socket for Personal Viewing



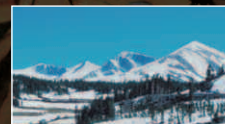
HD ready

HDTV (HIGH DEFINITION TELEVISION)

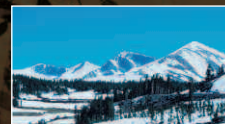
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Standard Resolution



HDTV



DIGITAL TELEVISION

The digital revolution is here. Offering superior picture and sound quality to analogue, digital television offers a range of TV and Radio channels*.

To ensure you can make the most of this technology, Hitachi has made a large portion of its wide range digital. This means you can enjoy fantastic, high-resolution picture quality and a wealth of extra features that analogue simply can't offer.

*Subject to availability

HDMI™

HIGH-DEFINITION MULTIMEDIA INTERFACE

HIGH DEFINITION MULTIMEDIA INTERFACE

The High Definition Multimedia Interface is a state of the art connector that links your screen with modern digital sources, such as DVD players and game consoles. It ensures the best possible digital images by providing a purely digital connection rather than analogue to digital, which can result in a loss of quality.

This means that standard and high definition sound and pictures will pass from the source to the panel without degradation.



I³ IMPROVED INTELLIGENT IMAGE CHIP

The powerful processor at the heart of the plasma, this chip gives you a high-resolution picture with Dynamic Contrast, Noise Reduction and Digital Colour Management. The result is the most life-like images you will ever see, with an unparalleled level of detail.

6000 SERIES

Sleek and understated, these powerful flat screen televisions will add a touch of minimalism to any space. And beneath the subtle exterior lies a world of colour, just waiting for you to turn it on.



42PD6600

106cm Visible PLASMA

Hitachi's new 42PD6600 Plasma Widescreen Television combines the latest flat panel technology with stylish design. Offering a whole range of features, this Plasma TV will fit perfectly into any environment.

- 106cm Visible Plasma Widescreen Television
- HD Ready
- Built-in TV Tuner
- High Screen Resolution of 1024 x 1024 pixels
- 3 x SCART Sockets (2 x RGB)
- HDMI and Component Sockets
- 15-pin D-sub PC Socket
- Panel Luminance of 1200 cd/m²
- Contrast Ratio 1000:1
- 2 x 10W RMS Output
- Headphone Socket for Personal Viewing





37LD6600

94cm Visible LCD

The HD ready Hitachi 37D6600 offers high performance large screen viewing, in a compact design. This, together with the HDMI connector, a contrast ratio of 800:1 and built-in TV tuner.

- 94cm Visible LCD Widescreen Television
- HD Ready
- Built-in TV Tuner
- High Screen Resolution of 1366 x 768 Pixels
- 2 x SCART Sockets
- HDMI and Component Sockets
- Side Input Terminal
- 15-pin D-sub PC Socket
- Panel Luminance of 500 cd/m²
- Contrast Ratio 800:1
- 2 x 8W RMS Output
- Headphone Socket for Personal Viewing

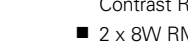


32/26LD6600

82/66cm Visible LCD

The latest flat panel LCD technology joins stylish design to give you the 32LD6600 and smaller screen 26LD6600. The slimline design ensures it will sit beautifully in your home, or even mounted on the wall.

- 82/66cm Visible LCD Widescreen Television
- HD Ready
- Built-in TV Tuner
- High Screen Resolution of 1366 x 768 pixels
- 2 x SCART Sockets
- HDMI and Component Sockets
- Side Input Terminal
- 15-pin D-sub PC socket
- Panel Luminance 550cd/m² (32LD6600)
Panel Luminance 500cd/m² (26LD6600)
- Contrast Ratio 800:1 (32LD6600)
Contrast Ratio 600:1 (26LD6600)
- 2 x 8W RMS Output
- Headphone Socket for Personal Viewing



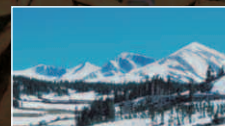
HD
ready

HDTV (HIGH DEFINITION TELEVISION)

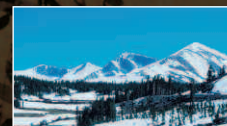
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Standard Resolution



HDTV

HDMI
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IPS IMPROVED INTELLIGENT IMAGE CHIP

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IN PLANE SWITCHING

In Plane Switching (IPS) is the liquid crystal technology that gives Hitachi LCD images such a natural look. The crystal molecules revolve in parallel with the glass substrate, producing a wide viewing angle. This ensures only minimal changes in colour tone when viewed from different directions, and imperceptible changes in colour tone at all grey scale levels. The overall result is a much higher image quality.

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Dealer stamp

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- When a plasma display is turned on, minute dots light up on the screen. Please be aware that some parts of the screen may not light, while in other parts dots will always light. This is normal and is not a malfunction.
- To prevent overheating of the plasma panel an air cooling system is used. To assure proper operation of this system, the plasma display should be installed and operated in a vertical position. If the display is installed horizontally or at an excessive angle, heat may not be effectively dissipated and overheating could occur. This could lead to a malfunction.
- All on-screen images shown in this catalogue are simulated. • Design and specifications are subject to change without notice.
- For vertical installation of plasma please refer to installation booklet for details.
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