

**HITACHI**  
Inspire the Next

55PD9700U

141cm Visible PLASMA

Hitachi's new 141cm visible Plasma Widescreen Television combines PICTURE MASTER HD Technology with stunning design. Offering a whole range of features, this outstanding IDTV Plasma will fit perfectly into any environment.

- 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/m<sup>2</sup>
- Contrast Ratio 1000:1
- 2 HDMI Sockets
- 3 SCART Sockets
- USB Terminal + SD Card Reader
- Motorised Swivel Stand
- 1200 Text Pages



 **Picture Master HD**

**HD**  
ready

**digital**   
Approved product



**HDMI**<sup>TM</sup>  
HIGH-DEFINITION MULTIMEDIA INTERFACE

The "HD ready" Logo is a trademark of EICTA  
HDMI, the HDMI logo and High-Definition Multimedia Interface are trademarks or registered trademarks  
of HDMI Licensing LLC.

55PD9700U

141cm Visible PLASMA

When only the very best will do, the 55PD9700U is the choice for you. Suited to any environment, particularly in open spaces. With its built-in motorised swivel stand, you get perfect viewing and crystal clear sound from wherever you're sitting – or standing.



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Certification mark  
**digital**   
Approved product

**HDMI**™  
HIGH-DEFINITION MULTIMEDIA INTERFACE

**HD**  
**ready**

**SD**™



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## PICTURE MASTER

Hitachi's PICTURE MASTER Technology, like all the best ideas, is easily explained. But behind the elegant simplicity of our flat panel TVs, there's a lot going on.

For Standard Definition material, Full Digital Signal Processing and Scaling ensures that the signal remains pure and clean, while High Quality Digital Image Pixel Processing Technology analyses every pixel in each image signal. Two hi-tech chips work together to handle the process.

Firstly, the new 1080 Progressive Processing system up-scales incoming signals, adding extra pixels to create unparalleled sharpness and detail to our HD ready panels. Then the Super Dynamic Contrast function analyses pictures to enhance picture quality in dark scenes and provide even richer blacks.

In addition, Hitachi Plasma TVs boast 68.6 billion colours thanks to the 12-bit Advanced Digital Colour Management which reproduces 4093 colour graduations. Finally, there's the High Quality Video Motion processing system, with a High Speed Calculation process which controls every on-screen pixel to avoid any blurring.

Hitachi's unique technology gives our 9700 Series state-of-the-art picture quality.



**HD**  
**ready**

### HDTV (High Definition Television)

Starting in Europe in 2006, HDTV will offer the best TV picture quality ever seen. At present, most people use either an analogue signal or a standard definition digital signal (SDTV) to receive broadcast television. HDTV will be a step beyond even the great improvement of digital SDTV.

HDTV uses many more pixels than present services offer, creating the strongest and most detailed TV image you can have. It's far sharper than a DVD is at present.

Some of the Plasma Televisions sold today are not HD ready. But thanks to Plasma and LCD technology from Hitachi, you can now future-proof your purchase by choosing a TV that is fully compatible with the new standard. Only HD ready panels such as ours will be capable of displaying high-definition digital sources.

Thanks to our revolutionary flat screen technology, Hitachi flat panel displays are the ideal choice if you're thinking of investing in a TV today. You need a display that's ready to cope with the extra demands that HDTV puts on your equipment – and ours are.



Standard Resolution



HDTV



# 55PD9700U

## 141cm Visible PLASMA



### Technical Specifications

GENERAL		SIGNAL INPUT AND TERMINALS	
Power supply	AC100-240V	RGB Input	RGB : Mini D-sub 15-pin Audio : Stereo mini jack
Frequencies	50/60 Hz	Control terminal	Service use only (RS-232C : D-sub 9-pin) Female
Power consumption	490W	Video Input	Video1 (CVBS/S, L+R) : 21-pin SCART Video2 (CVBS/SCART-RGB, L+R) : 21-pin SCART Video3 (CVBS/SCART-RGB, L+R) : 21-pin SCART Video4 (CVBS/Y,Pb,Pr, L+R) : RCA pin Video5 (CVBS/S-video, + L+R) : RCA pin (Side Input) HDMI1 (Video) HDMI2 (Video) +3.5mm Stereo Mini Jack • USB & SD
Dimension (W x H x D)	<3W (stand-by) 1510 x 840 x 105mm (excluding stand) 1510 x 933 x 450mm (including stand)	Photo Input	
Weight	62.0kg (excluding stand) 73.5kg (including stand)		
Stand (Option)	Power Swivel	SIGNAL OUTPUT	
DISPLAY CHARACTERISTICS		Headphone	•
Effective display area (H x V)	1230 x 692mm, (1412mm) diagonal	Sub woofer out	•
Aspect ratio	16:9	A/V output	1 (CVBS+L/R) : RCA pin
Number of pixels (H x V)	1366 x 768 pixels (e-ALiS)	PICTURE	
Number of colours (gray levels)	68.6 billion colours (1024 gray scale)	Comb Filter	3D Y/C Comb Filter
Transmission of front filter	36%	Noise Reduction	•
Brightness (at white peak)	Panel brightness : 1000cd/m <sup>2</sup>	LTI/CTI	•
Contrast ratio (Panel)	1000:1 Typical	AVL	• (Perfect Volume)
INPUT SIGNAL		Picture mode	3 (Dynamic, Natural, Cinema)
RF	V/U/Cable/Hyperband	White Balance	4 (Cool, Normal, Warm, Black & White)
Signal	PAL B, G, H / I / D, K SECAM B, G/D, K/K1/L, L'	Dynamic Contrast	•
RF Multiplex	A2/NICAM	Colour Management	•
Text	1200 pages	Film Mode	•
Video Signal	PAL/SECAM/PAL60/NTSC4.43/NTSC3.58/ PAL-M/PAL-N/SCART RGB	SOUND	
Component Signal	480i/p, 576i/p, 720p(50/60), 1080(50/60)	Surround	SRS WOW
HDMI Signal Video mode	480i/p, 576i/p, 720p(50/60), 1080(50/60), VGA	Correction	BBE
Analog RGB Signal	VGA-UXGA (15kHz, 30 to 106kHz, 50Hz to 85Hz)	Sound mode	4 (Movie, Music, Speech, Favourite)
INPUT SIGNAL (DIGITAL TUNER PART)		Audio Power (RMS)	36W 3 way 10 speakers
Digital tuner	•	OPERATION	
Digital Teletext (MHEG 5)	• for "U" version	OSD Languages	UK, SW, NO, FIN, DA, CZ, POL, HUN, SLO, CRO
DVB EPG	• (7days)	DTT OSD Languages	UK, FR, GE, SP, IT
Program Reminder & Event timer	•	Timer (Off/On)	•
Multi Language Subtitle Decoding and Display	•	Multi picture function	PIP
		Wide Mode (Picture size)	TV/Video 5-mode PC 5-mode
			Panoramic, Zoom, Cinema, Full 1 & 2, 4:3
			Full, Real, Normal, Zoom1, Zoom2, Zoom3
			•
		Side Input	Main Power Switch, Sub Power Switch
		Switches/buttons	Program Up/Down, Volume Up/Down
			Menu, Input select

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The specification above and photography is for reference only and may be subject to change.

