

For Immediate Release:

September 21, 2007

JVC Presents “High Degree of Realism” at CEATEC JAPAN 2007

JVC exhibits video and sound technologies and products featuring the D-ILA 4K Projector.

Victor Company of Japan, Limited (JVC) will exhibit products at “CEATEC JAPAN 2007” to be held from Tuesday, October 2 through Saturday, October 6 at Makuhari Messe (Nippon Convention Center). Under the theme “The Sensation of Being There”, the JVC brand will demonstrate memorable experiences through lifelike sensations and its pursuit of a “high degree of realism” with video and sound technology, using large screens, high resolution, and exceptional sound quality.

Highlights of JVC Booth Exhibition (JVC booth number <11-A92>)

1. “NEW 4K Projector” Theater— (Technology Exhibit)

JVC’s 4K rear projection system with roughly 4 times the resolution of full HD makes its dramatic premiere at the front of the booth. Also, visitors can even revel in this super high-resolution in a home theater exhibit of the “NEW 4K (4096 x 2400 pixel) Projector”.

2. D-ILA Home Theater Projector – New Model Exhibit

Visitors can experience the new D-ILA Home Theater Projector at a 2nd floor home theater viewing room.

3. Clear Motion Drive LCD TV Lineup

JVC will prominently display the new LH805 Series. JVC took the initiative in developing technology to reduce LCD blurring called Clear Motion Drive, featured in these full HD TVs.

4. Next-Generation High-Resolution Video Display Engine (Technology Exhibit)

JVC’s next-generation high-resolution display engine, packed with our commitment and passion for video images, will be proudly on display.

5. High Definition “HD Everio” Touch & Try

“Touch and try” demonstrations will feature HD Everio camcorders including the GZ-HD7 high-definition hard disk camcorder with 1920x1080 full HD recording, and the new light and compact GZ-HD3 high definition camcorder.

6. Audio Room and “Wood Cone Speaker” Lineup Exhibit

In the audio room, visitors can try out the new limited edition component stereo with wood cone speakers and experience directly the benefits of K2 Technology, both exclusive JVC technologies that increase sound quality.



Image picture of JVC booth

JVC at “CEATEC JAPAN 2007”

1. Duration: Tuesday, Oct. 2 – Saturday, Oct. 6, 2007 (5 days)
 - (1) Private Premiere: Tuesday, Oct. 2, 10:00 – 12:00
 - (2) Open to Public: Tuesday, Oct. 2, 12:00 – 17:00
Wednesday, Oct. 3 – Saturday, Oct. 6, 10:00 – 17:00
2. Venue: Makuhari Messe (Nippon Convention Center)
2-1 Nakase, Mihama-ku, Chiba
3. Sponsorship: CEATEC JAPAN Organizing Committee
Japan Electronics and Information Technology Industries Association (JEITA)
Communications and Information network Association of Japan (CIAJ)
Computer Software Association of Japan (CSAJ)

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