

Panasonic introduces VIERA DVB-T flat screens Plasma-TV TH-42PE55/37PE55 and LCD-TV TX-32LXD55 with integral analogue and DVB-T tuner



TX-32LXD55

The change from analogue to digital terrestrial television, also known as "TV Anywhere", is underway. TV households can enjoy up to 24 programmes in digital quality, more entertainment, information and new media services, even without a cable connection or satellite dish. After the tube TVs offered by Panasonic, referred to as IDTV models (Integrated Digital Television), Autumn 2005 now sees the introduction to the German market of VIERA IDTV flat screens with visible screen diagonals between 80 and 106 cm. With integral analogue and DVB-T tuner, the new

VIERA IDTVs are the ideal units for the changeover - analogue today and digital tomorrow. Depending on their location in the Federal Republic, with the TH-42PE55 and TH-37PE55 plasma IDTVs, TV viewers can receive digital television free of charge using their external aerial even today, and at the latest by 2010. The LCD-IDTV is also labelled as "HD ready", and is therefore equipped for the high-resolution television age.

Anyone who is thinking of "TV Anywhere" and also the future of high-resolution television when considering what to buy, can look forward without concern. The two plasma IDTVs are HDTV compatible and can receive HDTV signals via the digital HDMI input. The signals are then scaled to the native line resolution of the flat screen. The LCD-IDTV is also "HD ready", and thus brings the wealth of detail of HDTV to the screen in all its glory.

Regardless of the way in which the TV programme is transmitted - whether still analogue or already digital - the picture quality is typically VIERA and always brilliant. The VIERA Colour Management System generates 8.6 billion reproducible colours, which the G8 high-performance plasma panel translates perfectly into true-to-life pictures. With the Real Black Drive System, the VIERA plasma screens have an effective tool against dark, lacklustre picture areas. This provides an impressive contrast ratio of 4000: 1 and ensures rich, deep black tones. Diagonal lines in the picture tend to form zigzags and become blurred. But with the VIERA plasma screens, everything runs smoothly here thanks to the sub-pixel controller edge smoothing technology. Unlike conventional systems, which process the three RGB colour channels in one go, this monitors and corrects - when necessary - each individual pixel. With its pixel-by-pixel processing, the sub-pixel controller ensures that straight lines are perfectly displayed without artefacts.

In summary **VIERA IDTVs TH-42PE55/37PE55 and TX-32LXD55**

Plasma IDTVs TH-42PE55/37PE55:

Integral analogue and DVB-T tuner
G8 high-performance plasma panel
VIERA Colour Management System with 8,6 billion reproducible colours
HD-compatible
YUV component and HDMI input
Contrast ratio of 4000:1
Max. 2048 greyscales

LCD-IDTVs TX-32LXD55:

Integral analogue and DVB-T tuner
HD ready
YUV component and HDMI input
High-resolution LCD panel with 1366 x 768 pixels
New LCD-AI technology
14 ms response time
VIERA Colour Management System with 2.4 billion reproducible colours
Contrast ratio 1000:1
Max. 1024 greyscales

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The LCD-IDTV converts the input signals to richly detailed views with 1366 x 768 pixels on its high-resolution display. At the same time, 2.4 billion reproducible colours produce realistic pictures to admire. Thanks to a fast response time of only 14 milliseconds, the display of movement is perfect and free from disturbing streaking effects. The new LCD-AI technology also acts to improve the picture. Higher brightness levels, deeper black tones and finer greyscale gradations are its task. As a bearer of the "HD ready" label, the LCD-IDTV's list of features just has to include a digital HDMI input. As an alternative, this LCD TV also comes with a YUV component input.

The launch of the VIERA IDTVs is planned for October 2005 - coinciding with the changeover to TV Anywhere in central Germany (Halle, Erfurt, Leipzig, Weimar).

About DVB-T: "TV Anywhere"

A look back: The range of programmes in particular has ensured that television reception using an external aerial has basically gone out of fashion in Germany in the last two decades. It has been necessary to maintain the uneconomical, analogue transmission path via an aerial for fewer and fewer households. Furthermore, it has not been possible to increase the range of programmes here for technical reasons, and, in a similar way, the path has been blocked for future interactive and multimedia services. For this reason, the Federal Government decided as long ago as 24th August 1998 that DVB-T would completely replace analogue (terrestrial) television broadcasts as the new digital "TV Anywhere". Digital transmission techniques make much better use of the available television channels, and up to 24 programmes can be transmitted in digital quality. And that's not all: by transmitting in so-called data containers, new interactive programmes and multimedia data services can be transmitted alongside television and radio in optimum picture and sound quality. "TV Anywhere" has gradually become the norm in the conurbations since the end of 2002. Wide-area availability is expected by no later than 2010.

The changeover is making an impact. The external aerial is once again becoming acceptable in the living room, and the number of users is rising significantly. Even though digital programmes are broadcast on the same channels as their analogue predecessors, the transmission works on a completely different principle. In order for conventional television sets to understand the digital data language, they effectively need an "interpreter": the DVB-T tuner. This is available as an individual unit or an integral solution, as with the VIERA IDTVs presented here.

About Matsushita/Panasonic:

Familiar from the brand name Panasonic, Matsushita Electric Industrial Co., Ltd. is one of the world's market leaders in the development and production of electronic products for a large number of customer requirements in the private, business and industrial area. The concern, with its headquarters in Osaka, Japan, achieved sales of 81.44 billion US dollars in the financial year 2004/05. The shares of the company are traded on the stock exchanges in Tokyo, Osaka, Nagoya, New York (NYSE:MC), Euronext Amsterdam and Frankfurt. You will find further information on Matsushita Electric Industrial Co., Ltd. and the Panasonic brand on the company's web site <http://panasonic.co.jp/global/index.html>.

Technical specification for the VIERA Plasma and LCD-IDTVs:

	TH-42PE55 / 37PE55	TX-32LXD55
Screen technology	Plasma	LCD with new LCD-AI and 14 ms response time
Visible diagonal in cm	106 / 94	80
Pixels (W x H)	852 x 480	1,366 x 768
Viewing angle	No info.	170°
Antireflective filter coating	•	•
HD ready	—	•
HDTV-compatible* 720p(50Hz),1080i(50Hz) / 720p(60Hz),1080i(60Hz)	•/•	•/•
PICTURE		
G8 Panel	•	—
VIERA Colour Management System	•	•
Progressive Scan	•	•
Sub-pixel controller	•	•
MPEG noise suppression	•	•
Video noise suppression	•	•
Suppression of noise caused by movement	•	—
C.A.T.S	—	•
3-D comb filter	•	•
Greyscales	max. 2048	max. 1024
Real Black Drive System	•	—
Contrast ratio	4000:1	1000:1
Panel brightness level (cd/m ²)	1200	No info.
3D colour management system	•	•
Reproducible colours	Max. 8.6 billion	Max. 2.4 billion
Picture mode Dynamic/Normal/Cinema	•	•
SOUND		
NICAM and stereo analogue (A2: Germany)	B, G, I, L	B, G, I, L
Output Watt	16	20

	TH-42PE55 / 37PE55	TX-32LXD55
(MPO = pulse power)		
Loudspeaker system	2-way loudspeaker	2-way loudspeaker
Ambience	•	•
Bass/Treble/Balance/Music mode/Speech mode	•	•
Volume correction for TV positions	•	•
CONTROL		
ATP Autom. Telecommunications Programming	•	•
Autom./Man. station sorting	•	•
Multi window (PIP/POP/PAT/PAP)	—	PAT
Still picture	•	•
On-screen menu/Languages	•/23	•/23
Screensaver	4:3 filler stripes	—
Remote control	TV/VCR/DVD	TV/VCR/DVD
Switch-off timer	•	•
Child lock	•	•
Q-Link	•	•
Format adaptation:	•	•
Auto/16:9/14:9/Aspect/4:3/Zoom 1, 2, 3		
Videotext Level 2.5/Page memory	•/2000	•/2000
RECEPTION		
Cable tuner with hyperband/DVB-T tuner	•/•	•/•
EPG for DVB-T	•	•
Stations	99	99
PAL B/G, H, D/K	•	•
SECAM B/G, D/K, L/L	•	•
AV SIGNALS		
NTSC/M-NTSC/SECAM	•/•	•/•
PAL/PAL-60	•/•	•/•
480i/p(60Hz), 576i/p(50Hz), 720p(50/60Hz), 1080i(50/60Hz)*	HDMI / YUV	HDMI / YUV
CONNECTORS		
HDMI (1.1)	•	•
Number of Euro-AV (Scart, 2x RGB)	3	3
Euro-AV 1 (Scart) with AV IN/OUT; RGB IN	•	•
Euro-AV 2 (Scart) with AV IN/OUT; S-VIDEO IN	•	•
Euro-AV 4 (Scart) with AV IN/OUT; S-VIDEO/RGB IN	•	•
YUV component input	•	•
Audio input (L+R) for HDMI, PC, Component sign.	—	Cinch
Audio output (Cinch)	•	•
FRONT CONNECTORS		
S-Video input (Hosiden)	—	•
Video input (Cinch)	—	•
Headphone output/separately adjustable	—/—	•/•
OPTIONAL ACCESSORIES		
Rack	TY-S42PA50W	—
Plinth A	TY-ST42PA50W	—
Plinth B	TY-ST42PX5W	—

Wall bracket (vertical)	TH-42PE55 / 37PE55	TX-32LXD55
Wall bracket (adjustable angle)	TY-WK42PV2W	TY-WK32LX20W
GENERAL	TY-WK42PR2W	—
Power consumption (normal)/(standby)	315 / 0.3 Watt	161 / 0.4 Watt
Switch-off facility	•	•
Width x Height x Depth in cm		
without foot	106.8 x 70 x 9.7 cm	79.5 x 57.3 x 14.1
with foot	No info.	79.5 x 63.5 x 30.0
Weight in kg	33 / 28.5	21
Colours	silver-anthracite	silver-anthracite
Ambient temperature	0°-40°C	5°-35°C
Humidity range	20%-80%	5%-90%
Availability	October 2005	October 2005

* 1080i and 720p (50/60Hz) models are scaled to the native resolution.

Subject to change without notice!