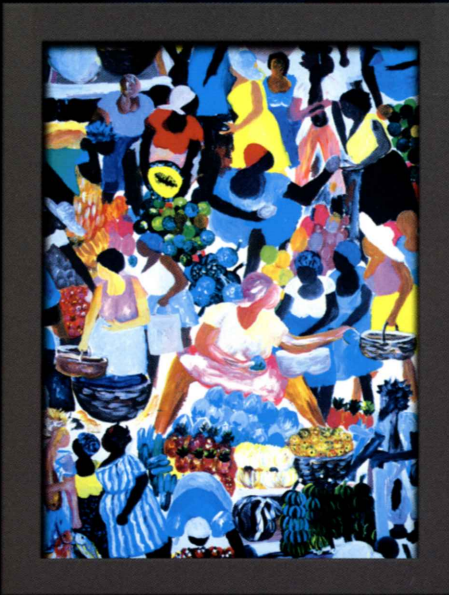


**HITACHI**  
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*MASTER OF ART*



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*MASTER OF*  
**LCD TV**



32LD8800TA  
37LD8800TA

HITACHI PICTURE MASTER LCD TV

日立全新液晶電視機

# 備受尊崇 只因成就造極登峰

## 新世代 Picture Master 曠世演繹 成就大師級LCD TV典範

成就，源自不斷突破創新，只有超凡入聖，才能彰顯真正的大師級典範。Master of LCD TV，日立液晶電視機當之無愧。突破視野規範的IPS液晶屏幕，配合獨尊無尚的新世代 Picture Master 影像處理器，為色彩、光亮度、黑色層次感等演繹開拓全新視野，將液晶電視機的藝術成就推至更高峰！

### 全新IPS 液晶屏幕 八面玲瓏表現出眾



日立IPS 液晶體屏幕是從背光燈 (Backlight) 投射影像的，不易受外來光線影響，加上日立採用先進的IPS技術，把電極排成水平位置，使分子橫向排列，令液晶水平打轉，把觀賞角度擴闊至178°，讓您從不同角度觀賞時，畫面亮度、對比度及色彩均保持不變，再配合高解像度1,366x768像素、奪目過人的800:1對比度，影像細緻清晰，層次分明。此外，屏幕壽命長達60,000小時。

#### ■ 8ms 特快反應速度\* 更有效減少殘影

無論動與靜，日立 Picture Master LCD TV 都能為您帶來超乎想像的觀賞體驗。日立 Picture Master LCD TV 加快了液晶傳送速度，大大提高影像中間部份色調的反應，令液晶屏對黑色、中間部份的色調、白色的反應速度變得一致，實現了更明快的反應速度，有效減少殘影，畫質提昇至更高層次。



一般液晶屏幕，從側面觀賞時，畫面失色。  
When viewed from the side, normal LCD screens lose color.



日立IPS屏幕，從不同角度觀賞，完美畫面保持不變。  
The Hitachi IPS panel delivers a perfect picture without distortion from whichever angle you look at it.



一般液晶屏幕，在動態畫面下，殘影嚴重。  
Conventional Panel shows slower response in dynamic image.



IPS液晶屏幕，在動態畫面下，畫面非常流暢。  
IPS panel shows smooth motion in dynamic image.

## Highly prized for its supreme level of technological achievement The new-age Picture Master - true Master of LCD TV

A True Masterpiece - product of constant technical breakthroughs and rising above all technical obstacles, the Hitachi LCD TV truly deserves the title of Master of LCD TV. Equipped with the latest-generation IPS LCD screen plus the unrivalled Picture Master image processor, the Picture Master LCD TV opens up whole new fields of vision in terms of colour, luminosity and shades of black, taking the LCD TV experience to new heights of achievement!

### The unique Hitachi IPS LCD screen Smooth and sleek for superb viewing

The Hitachi IPS liquid-crystal screen uses Backlight to generate images thus remaining unaffected by extraneous light sources. On top of that, Hitachi's advanced IPS technology configures the LCD electrodes and corresponding TV signal lines such that the viewing angle is increased to 178°. So no matter from what angle you view the high-resolution 1366x768-pixel screen, you still get a fabulous picture with exquisite luminance, contrast and colour, plus unmatched detail, clarity and depth with a startling contrast ratio of 800 : 1. Furthermore, the panel now has durability up to 60,000 hours.

#### ■ 8ms Hyper Response Speed\*

##### Effectively Minimizes Poor Images

Whether with a dynamic or calm picture, the Picture Master LCD TV will exceed all your viewing expectations! Hitachi Picture Master LCD TV speed up the LCD transmission speed, greatly enhancing the response tone of the centre of the picture and effectively unifying the response speed of white, black and colours, creating a faster response speed, minimizing poor images, and bringing picture quality to an even higher level.

\* 8ms rise time & 10ms decay time

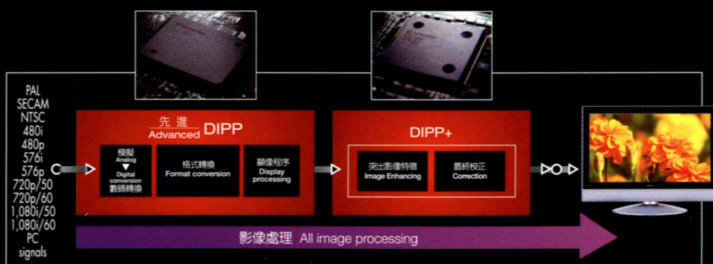
## 新世代 Picture Master 增強演繹 絕色新嶺域

### ■ 超高質數碼影像處理科技 挑戰視覺極限

突破視野的全新 Picture Master 超高質數碼影像處理科技，由圖像分析配合高速運算程序，將液晶電視機的色彩終極提昇，同時能自動測定平均及最高光亮度，加強黑色影像的層次感，展現更璀璨自然的色彩。

### ■ 先進 DIPP 及 DIPP+ 影像處理器 斬露璀璨色彩

能有效把每個影像訊號解讀為屏幕最高顯現像素，營造更豐富的色彩、更細膩的畫質、更分明的光暗對比度。



▲ 全新 Picture Master 的數碼訊號處理程序 New digital signal processing of Picture Master

### ■ 全新影像識別技術 全面提昇黑色演繹力

將影像特徵加以分析，加強影像黑色部份的層次感，深淺有致，突破黑色層次的表演力。

### ■ 超強影像分析表現 活現生動色彩

全新影像識別技術更可因應個別影像之色彩及光亮度，調節最佳色彩表現。令影像更細緻，在膚色演繹方面尤為出色，展現完美纖細的肌膚質感。



▲ 全新影像識別技術 Image Recognition Technology

The new-era Picture Master produces Visual effects to unrivalled levels

### ■ Super high-quality digital-image-processor technology challenges the limits of the visual experience

Picture Master, the breakthrough in the visual experience with super high-quality digital-image-processing technology and image analysis, offers high-speed operation, enhances the LCD TV's colours to the ultimate degree and at the same time automatically tests the average and highest luminance, enhancing black shading and reproducing natural colours in all their splendour.

### ■ Advanced DIPP and DIPP+ Image Processing Technology reveal true colours in all their glory

Effectively reads and analyses all image information as the panel's highest pixilation, producing much richer colours and more detailed picture quality with higher definition contrast.

### ■ Comprehensive Black Effects

Analyses image characteristics to improve black shading - a breakthrough in black light control.

### ■ Strengthens image analysis display brings vivid colour to life

Automatically adjusts the special characteristics of each image, allowing for optimum colouration and the best interpretation of skin colour tones and textures.



圖中之機座非隨機附件，需另行訂購。  
The base is an optional accessory and sold separately

## 其他登峰強項：

### ■ 耗電量低

新世代Picture Master LCD TV耗電量低，提供完美影像和震撼音色之餘，經濟省電又環保。

### ■ 兩組HDMI高解像多媒體終端

確保音頻及視頻傳輸絲毫無損，締造完美可靠的影音質素。

### ■ 相片輸入—SD讀卡及USB連接埠

可直接連繫SD讀卡或與電腦兼容的數碼相機，以超高質素的電視畫面，觀賞相片連環播放。



### ■ 極級數碼環迴立體聲享受

備有重低音輸出端子，配合BBE、數碼擴音器、SRS WOW超動感音響效果及SRS TruSurround 5.1環迴立體聲，無論是觀賞電視節目、電影或作電視遊戲，都能坐享最出色的立體聲效果。

### ■ 內置麗音完全國際線路雙調諧器

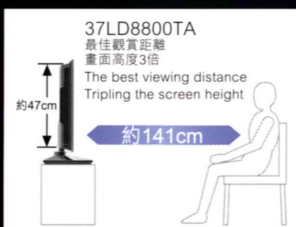
毋須額外添置電視接收器材，欣賞電視節目加倍方便。

### ■ 對應未來數碼廣播

對應數碼廣播的播放格式，將數碼廣播精細逼真的畫質淋漓演繹。

### ■ 遙控旋轉機座

同級獨有遙控旋轉機座，尊貴非凡。機座可左右30°轉動，靈活擺動配合家居擺設。



▲ 屏幕高度約47cm x 3 = 最佳視聽距離  
The best viewing distance = 3 x screen height (47cm)



▲ 屏幕高度約39cm x 3 = 最佳視聽距離  
The best viewing distance = 3 x screen height (39cm)

## Additional High-end Features

### ■ Low Power Consumption

Picture Master provides not only an impressive audio and visual performance but also an economic and environmental friendly enjoyment.

### ■ Two HDMI High-definition Multimedia Terminals

Strengthens the coincidence of image and sound, ensuring no deviation between the sound and image frequency, and produces a totally perfect and reliable image.

### ■ Photo Player - SD Memory Card and USB Connection Port

Insert SD Card or connect to PC-compatible digital camera to view your super high-quality images.

### ■ Enjoy Full Stereo Sound with Top-class Digital Reproduction

Incorporates true bass, BBE frequency-adjusted system, digital amplifier, complementing the SRS WOW reverberation effects and SRS TruSurround 5.1 stereo system. Reproduces the best stereo sound effect for TV programs, movies and even TV games!

### ■ Built-in Full Multi-System Twin Tuner

The LCD TV incorporates a Built-in Full Multi-System Twin Tuner, operating both PAL and NTSC system, for maximum enjoyment of TV programming.

### ■ HDTV Ready

Anticipating the HDTV of the future, conforms to 1080i digital broadcasting norms, giving digital transmissions absolute image precision and clarity.

### ■ Remote-control Swivel Stand

Industry-first LCD TV remote-control swivel stand, moves 30° left and right.

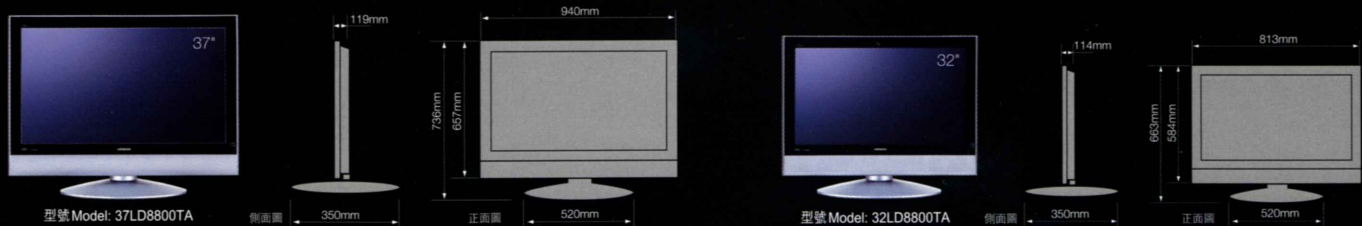


▲ 遙控旋轉座機架可左右30°轉動  
Remote-controlled Swivel Stand enables you to swivel the screen 30° to left or right



# 日立液晶電視機規格 Hitachi LCD TV Specifications

型號 Model	32LD8800TA	37LD8800TA	
影像 Visual	有效顯示尺寸 Effective Display Area (毫米 mm)	698 x 392	819.6 x 460.8
	橫直比 Aspect Ratio	16 : 9	
	像素 Pixels	1,366 x 768	
	點距 Pixel Pitch	水平 Horizontal 0.51 mm 垂直 Vertical 0.51 mm	水平 Horizontal 0.60 mm 垂直 Vertical 0.60 mm
	色彩 Colours	16.77百萬 16.77million	
	屏幕亮度 Panel Luminance	500cd/m <sup>2</sup>	
	對比度 Contrast Ratio	800 : 1	
	灰度 Gray Level	256	
水平 / 垂直觀看角度 Horizontal / Vertical Viewing Angle	178°		
一般規格 General	電源 Power Supply	AC100-240V	
	頻率 Frequencies	50 / 60Hz	
	電力消耗 Power Consumption	150W	178W
	電力備用 Power Standby	< 1W (100-220V) < 1.1W (240W)	
	屏幕淨重(公斤) Net Weight of Panel (kg)	21.9 (不連機座) 27.6 (連機座)	27.2 (不連機座) 32.9 (連機座)
畫面 Picture	核型濾波器 Comb Filter	3D Y/C	
	減少噪音干擾 Noise Reduction	有 Yes	
	亮度 / 顏色瞬時改善 / 黑色增加 LTI / CTI / Black Enhancement	有 Yes	
	畫面模式 Picture Mode	3 (動態 / 自然 / 影院 Dynamic / Natural / Cinema)	
	白色平衡 White Balance	4 (冷色 / 常態 / 暖色 / 黑-白 Cool / Normal / Warm / Black & White)	
	屏幕功能 Screen Function	5 (全景 / 縮放 / 影院 / 完整 / 4:3 Panoramic / Zoom / Cinema / Full / 4:3)	
	動態對比功能 Dynamic Contrast	有 Yes - Picture Master	
	數碼色彩處理 Digital Colour Management	有 Yes - Picture Master	
	影像識別技術 Image Recognition Technology	有 Yes - Picture Master	
	電影模式 Film Theater	有 Yes	
	數碼影像處理器 Digital Image Pixel Processor	Picture Master (Advanced DIPP + DIPP+)	
	聲頻 Audio	多畫面中畫功能 Multi-window Function	有(畫中畫、2格、4格、12格) Yes (PinP, Split, 4,12)
數碼擴音器 Digital Amplifier		有 Yes (全數碼音響 Full Digital Sound)	
環迴立體聲 Surround Sound		SRS WOW + SRS TruSurround 5.1	
自動音量調整 Auto Volume Leveling		有 Yes (完美音量 Perfect Volume)	
聲音模式 Sound Mode		4 (電影 / 音樂 / 對白 / 常用 Movie / Music / Speech / Favourite)	
音效輸出 RMS Output		20W	
超低音輸出 Sub Woofer Out		有 Yes	
BBE 校正 BBE Correction		有 Yes	
AV 輸出(顯示屏輸出) AV Output (Monitor Out)		1 (CVBS + L/R) : RCA pin	
AV 輸出(頭戴式耳機) AV Output (Head phone)		有 Yes	
麗音 Nicam / A2		有 Yes	
輸入制式 Input Signal	視頻訊號 Video Signal	PAL / SECAM / NTSC3.58 / NTSC4.43 / PAL-60 / PAL-M / PAL-N	
	色差訊號 Component Signal	480i/p, 576i/p, 720p (50/60Hz), 1080i (50/60Hz)	
	HDMI 輸入(2組) HDMI Signal (2 sets) 視頻模式 Video mode	480i/p, 576i/p, 720p(50/60Hz), 1080i(50/60Hz), VGA	
	Analog RGB 訊號 Analog RGB Signal	VGA-UXGA (15kHz, 30 to 106kHz, 50Hz to 85Hz)	
輸入訊號及端子 Signal Input / Terminals	RGB輸入 RGB Input	RGB : mini D-sub 15P Audio : Stereo mini jack	
	控制端子 Control Terminal	USB連接埠及SD卡插口 USB Terminal & SD Card Slot	
	相片輸入 Photo Input	RS-232C D-Sub 9 pin	
	視頻輸入 Video Input	Video 1 (CVBS/Y, Pb, Pr) + (L, R) : RCA pin Video 2 (CVBS/Y, Pb, Pr) + (L, R) : RCA pin Video 3 (CVBS, S-video) + (L, R) : RCA pin Video 4 (CVBS) + (L, R) : RCA pin Video 5 (CVBS, S-video) + (L, R) : RCA pin HDMI 1 (Video) HDMI 2 (Video) + 3.5mm Stereo Mini Jack	
	遙控旋轉機座 Remote-controlled Swivel Stand	有 Yes	
操作 Operation	語言螢幕顯示 OSD Languages	英文 / 繁體及簡體中文 / 俄文 / 日文 English / T & S Chinese / Russian / Japanese	
	時間器 Timer	有 Yes	
	屏幕保護功能 Screen Saver	有 Yes	
	屏幕擦拭 Screen Wipe	有 Yes	
調頻系統 Tuning System	雙調諧器 Twin Tuner	有 Yes	
	完全國際線路 Full multi-system	有 Yes	
	接收制式 System of Reception		
	射頻 RF : W-V / U tuner NTSC-M SECAM B, G / D, K / K1 PAL B, G, H / I / D, K	有 Yes	
	視頻 Video : PAL, SECAM, NTSC 3.58, NTSC 4.43, PAL-60, PAL-N, PAL-M 色差視頻 : 480i/p, 576i/p, 720p(50/60), Component Video 1080i(50/60)		



\* 液晶電視機屬高度精密的產品，螢幕會存有少數不放光點及長期放光點，此乃正常現象並非產品缺陷。\* 所有電視畫面均為模擬畫面。\* 上述規格和設計如有變更，恕不另行通知。  
 \* 由於印刷關係，產品顏色可能與實物略有不同。  
 \* Due to advanced technology of LCD TV, some parts of the screen may not light, while in other parts dots will always light. This is normal and is not a malfunction.  
 \* All TV pictures are simulated. \* Specifications & design are subject to change without notice \* The colours of products shown are approximate and may differ from the actual colours.