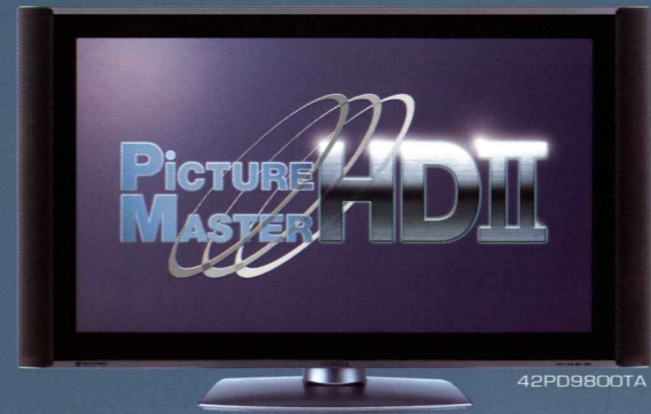



HITACHI
Inspire the Next



日立全新PICTURE MASTER HD II
高清等離子電視機
對應1080p高清訊號 引發更強影像





1080 高清線數 細緻影像盡覽無遺

高清細緻影像 盡覽無遺



日立全新42PD9800TA 42吋高清等離子電視強勢登場！配備第二代Picture Master高清影像處理器Picture Master HD II，兼容1080p高清訊號，配合最新1080 HD ALIS等離子屏幕令細緻畫面兼備電影視覺震撼。前所未有的影音享受，今日展現眼前！

● 1080 HD ALIS 高清等離子屏幕 世界最高42吋等離子屏幕解像度*



日立最新推出世界首部高清1080等離子電視機，水平線數達1080全高清標準。完全呈現1080數碼訊號，細緻畫質分毫不缺。再配合多項突破科技，令屏幕亮度、對比度及黑色層次感方面均帶來超高水平表現。



● 1080全畫面顯示

1080 HD ALIS高清屏幕對應1080數碼訊號，完全顯示數碼全高清畫面影像，不會因屏幕規格導致部份畫面被削減，盡享高清16:9全景畫面。



屏幕顯示能力不足，畫面被裁減 | 完全顯示全畫面

● 動態MBP色彩過濾 色彩濃淡細緻

MBP(Multi Band Pass)彩色濾波片令紅、綠、藍三原色及黑色濃度對比效果更純更高，加強黑色層次感的表現，深致分明；配合防反光塗層，能減少外來光線引致的反光現象，對比度增強，畫面更光亮。

● 更闊色域 展現更鮮艷紅色

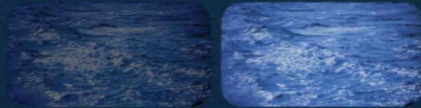
大幅改善等離子顯示色域，展現鮮艷奪目的鮮紅色。



傳統屏幕色域有限 | 日立最新屏幕充分演繹亮麗奪目的鮮紅色

● 世界最高亮度1400cd/m²*

提升最高亮度，令畫面更亮麗清晰，色彩更奪目。



一般屏幕光亮度不足，顏色及質感偏暗 | 1080 HD ALIS等離子屏幕充分表現紋理及質感，光色更顯分明

● 10,000:1 極強對比度

對比度再度提升，層次更分明，畫面更逼真。

● 60,000小時超長壽屏幕*



Enjoy Super-Fine 1080 High Definition Visual Impact

Experience the highest film-like quality in plasma TV from the maestro of high definition plasma technology. Seamless resolution delivers the cleanest and smoothest picture possibility in a sleek new form.

Presenting the latest Hitachi 42" Plasma TV 42PD9800TA, equipped with the cutting edge Picture Master HD II image processing unit and the 1080 HD ALIS plasma panel. The advanced original plasma technology supports 1080p signal that will displays the most sensational colours and the best cinematic picture quality available.

● The dazzling Hitachi 1080 HD ALIS panel Truly deserves the title of the highest definition 42-inch plasma TV in the world*

With infinite innovation and revolutionary technology, Hitachi introduces the new 42-inch 1080 high-definition plasma TV that engineers up to 1080 horizontal lines which conveys 1080 High-Definition signal, resulting in spectacularly vivid pictures. Further equipped with various breakthrough technologies, Hitachi's Picture Master HD is capable of delivering the ultra level of luminance, contrast, depth, as well as shades of black guaranteeing picture of astounding sharpness.

● Full HD 1080 panel Expanding panoramic horizons

The high quality 1080 HD ALIS screen is designed specially to incorporate 1080i high-definition signal. This scintillating design eliminates the distortion caused by panel limits and transmits a superb clear and crisp vision giving you an absolute 16:9 wide-screen experience.

● MBP colour filter for colour intensity tuning

The MBP (Multi-band Pass) colour filter enables greater contrast intensity of the three basic colours of red, green and blue, plus black, to be more effectively controlled, enhancing shades and contours of black, minimizing reflection shadows, reducing reflected images from extraneous light, boosting contrast and making the picture more brilliant in every way.

● Unmatched spectrum Enhancing more brilliant reds

More effective colour control enables greater contrast between the primary colours and results in stunning reds, satisfying even the most discerning eye.

● The world's highest luminance*

Advancing the supreme luminance, it makes the picture brighter, sharper and gives even more amazing colours.

● Ultimate contrast ratio of 10,000:1

Contrast has been further upgraded to an ideal level. Black shading becomes much intense bringing the viewer more startlingly sharp and lifelike pictures.

● Super-long panel life extended to 60,000 hours*



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

Picture Master HD II 高清影像處理器兼容1080p訊號

● 高清影像處理科技 帶來專業視覺享受



日立Picture Master HD II 高清影像處理科技進入新紀元，運算能力進一步提升，足以處理1920x1080全高清(Full HD)像素畫面。配合1080 HD ALIS高清屏幕，細緻無瑕影像全面演繹。第二代高清影像處理器Picture Master HD II能根據畫面明暗和色澤，自動調節畫面效果，加倍展現等離子屏幕層次分明、色彩和諧的優勢。

● 三次元數碼色彩管理

最新影像處理技術能獨立處理畫面的紅、綠、藍三原色各自的對比度和濃度，讓畫面色彩更豐富，引發屏幕展現最和諧畫質。配合日立1080 HD ALIS高清屏幕的寬闊色域，有效表現各種細緻的色彩，活現肌膚質感。



顏色對比未夠突出



色彩更鮮豔分明

● 先進動態對比

映像對比訊號經分層分析，反差對比度自動跟隨畫面場景調整，令光位充份展現，同時盡顯等離子屏幕出色的沉實階位細節。



畫面欠層次感



色彩及明暗對比大觀提高

● 兼容1080p高清訊號

嶄新系統能處理1080p逐行掃描畫面訊號，提供細緻的畫質以及流暢的動感。方便配合業界最高質素的影音器材，表現輸入制式的極級兼容性。

● MPEG雜訊減除功能

能大大改善DVD光碟訊號畫質，減少畫面起格問題。

Hitachi Picture Master HD II Image Processing Unit Compatible for 1080p Signal

● New High Definition Image Processing Unit Provides Unsurpassed Cinematic Film-Like Picture Standard

The Picture Master HD II engine designed to enhance all latest Hitachi plasma TV performance by its cutting edge technology which is attuned to process 1920 x 1080 pixels Full HD signal. Together with 1080 HD ALIS panel, the image-processing technology delivers the highest film-like picture quality with precisely optimized contrast, deepest black and trillions of colours that will eventually give you a viewing sensation truly without peer.

● 3 Dimensional Digital Color Management

Independently processes red, green and blue saturation along with color contrast, reproducing the most stunning accent and harmonious gradation. Collaborating with the broad spectrum of 1080 HD ALIS panel, it effectively regenerates natural-looking skin tone, and delivers vibrant scenery that touches your senses.



圖片只供參考 Photo for reference only

● Advanced Dynamic Contrast

With intelligence that analyzes picture information and adjusting images to the most favorable contrast ratio, this advanced technology can provide you the true expression of striking peak brightness and unrivalled depth.

● 1080p Compatible

Compatible with 1080p progressive signal, picture information is interpolating according to panel's optimal setting. Ensuring you an industry-leading compatibility and convenience for any AV appliance.

● MPEG Noise Reduction

Enhances DVD movie quality by effectively reducing MPEG block noise, generating smoother images for your ideal home theater.

▲截至2006年4月4日 As of April 4, 2006 #根據日立公司之測試結果 According to test reports by Hitachi Co., Ltd #根據2002-2005年GfK市場調查報告，日立等離子電視連續三年全港銷量冠軍。 According to GfK 2002 to 2005 market Survey report, Hitachi plasma TV achieved No.1 Sales for 3 consecutive years in Hong Kong.



其他登峰強項

● 兩組 HDMI 高解像多媒體終端

方便擴充視聽組合，確保音頻及視頻傳輸絲毫無損，締造完美可靠的影音質素。

● 耗電量低

新世代 Picture Master HD II 等離子電視機耗電量低，提供完美影像和震撼音色之餘，經濟省電又環保。

● 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。



● 6單元揚聲器系統

全機共有6個高質揚聲器共36W輸出，再配合BBE音頻校正系統、數碼擴音器及SRS WOW超動感音響效果，感受更透徹圓潤、震撼感人的聲音演繹！

● 內置麗音完全國際線路雙調諧器

備有可同時接收兩組電視訊源的完全國際線路雙調諧器，讓您隨時盡情欣賞電視節目。

● 遙控旋轉機座

業界首創的等離子電視機遙控旋轉機座，可左右30°轉動。



▲ 遙控旋轉機座可左右30°轉動
Remote-control Swivel Stand enables you to swivel the screen 30° to left or right

● 最佳視聽距離坐享最富臨場感視聽效果

屏幕高度的3倍，為欣賞日立Picture Master HD等離子電視機的最佳距離，讓您享受最富臨場感的影音效果。

● 日本製造 質素更有保證

日立高清等離子電視系列產自日本廠房，整個製作過程均受嚴格監控，產品質量獲得更高保證。

● 日立電視五十周年

由1956年推出第一部黑白電視開始，日立50年來不斷創新，令產品水平不斷提升，已成為市場信心保證。



擴建日本廠房

日立位於日本宮崎的新廠房即將投入生產，全新廠房佔地約八萬八千平方米，乃全球最大規模的等離子電視屏製造工場之一。預計零六年尾投產之後，每月產量達二十萬台，並逐步增加至零八年的每月三十萬台，傲視全球同類型廠房。配合多項環保措施，令能源效益及污水循環再用比例大幅提升，廢料產生量則下降一半。新建廠房除令產能和產品質素進一步提升，更迎合環保潮流。



Additional High-end Features

● 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.



● Low Power Consumption

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

● 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.

● 6-unit Speaker System

The unit conceals a total of 6 high-quality speakers and 36W output, utilizing BBE frequency-adjusted system, digital amplifier. Incorporates subwoofer output terminals complementing SRS WOW reverberation effects for more dynamic all-round sound quality!

● Built-in Full Multi-System Twin Tuner

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

● Remote-control Swivel Stand

Industry-first plasma TV remote-control swivel stand, move 30° left and right.

● The Best Viewing Distance

To enjoy a realistic visual experience with Hitachi Plasma TV, you should be at a distance in length equals three times of the screen height.

● Made in Japan

With the world leading technology, Hitachi plasma TV HD series are manufactured in Japan under sophisticated quality control system that gives you unmatched first-class quality.

● Pursuing the perfect image for 50 years

Since 1956 Hitachi manufactured the first TV and throughout the past half century Hitachi has bringing consumers across the world immeasurable enjoyment and ultimate image technology.



▲ 屏幕高度約52cm x 3 = 最佳視聽距離
The best viewing distance = 3 x screen height (52cm)

World's Largest HD Panel Production Facility



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

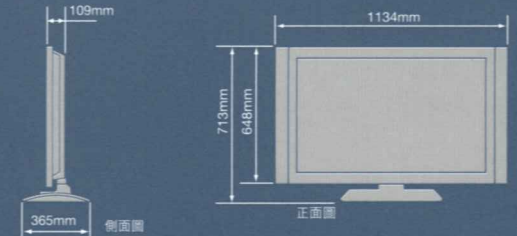
The newly expanded Japan Miyazaki FHP plant phase III will start operation by the end of 2006, raising its production efficiency to a world-class level. Capable of producing 200,000 units per month after operation, the world largest plasma panel manufacturing facility is forecasted a monthly capacity up to 300,000 units by the end of 2008. With the concern on environmental protection, the new plant improves energy efficiency and sewage recycling ratio, and targets to halve chemical pollutant production.

日立高清等離子電視機規格 Hitachi HD Plasma TV Specifications

型號 Model	42PD9800TA	
影像 Visual	有效顯示尺寸 Effective Display Area (毫米 mm)	922 x 522
	橫直比 Aspect Ratio	16 : 9
	像素 Pixels	1,024 x 1,080
	屏幕 Panel	1080 HD ALIS
	點距 Pixel Pitch	水平 Horizontal 0.90 mm 垂直 Vertical 0.485 mm
	屏幕亮度 Panel Luminance	1,400cd/m ²
	對比度 Contrast Ratio	10,000 : 1
	灰度 Gray Level	1024
一般規格 General	水平 / 垂直觀看角度 Horizontal / Vertical Viewing Angle	不限 Free
	電源 Power Supply	AC110-240V
	頻率 Frequencies	50 / 60Hz
	電力消耗 Power Consumption	370W
	電力備用 Power Standby	1W
	屏幕淨重(公斤) Net Weight of Panel (kg)	35.6 (不連機座) 41.5 (連機座)
畫面 Picture	梳型濾波器 Comb Filter	3D Y/C
	數碼雜訊消除 Digital Noise Reduction	有 Yes
	MPEG 雜訊消除 MPEG 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 (動感 / 自然 / 影院 Dynamic / Natural / Cinema)
	白色平衡 White Balance	3 (冷色 / 常態 / 暖色 Cool / Normal / Warm)
	屏幕功能 Screen Function	5 (全景1或2 / 縮放 / 影院 / 完整 / 4:3 Panoramic 1 or 2 / Zoom / Cinema / Full / 4:3)
	1080高清屏幕功能 1080HD Screen Function	3 (全景 / 完整 / 完整 1080 Panoramic / Full / Full 1080)
	數碼影像處理器 Digital Image Pixel Processor	Picture Master HD II
	動態對比功能 Dynamic Contrast	有 Yes - Picture Master HD II
	3次元數碼色彩處理 3D Digital Colour Management	有 Yes - Picture Master HD II
	影像識別技術 Image Recognition Technology	有 Yes - Picture Master HD II
	電影模式 Film Theater	有 Yes
	多畫面畫中畫功能 Multi-window Function	有(畫中畫、2格) Yes (PinP, Split)
聲頻 Audio	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
	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	36W (6 speakers)
	重低音輸出 Subwoofer 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



型號 Model: 42PD9800TA
機座型號 Stand Model: SD9G4237



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, 1080p
	Analog RGB 訊號 Analog RGB Signal	VGA-SXGA (FH: 30 to 80 kHz, IV: 56 to 85 Hz)
輸入訊號及端子 Signal Input / Terminals	RGB輸入 RGB Input	RGB : mini D-sub 15P
	控制端子 Control Terminal	RS-232C: D-Sub 9 pin
	相片輸入 Photo Input	USB連接埠及SD卡插口 USB Terminal & SD Card Slot
	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, S-video) + (L, R): RCA pin (Side Input) HDMI 1 (Video) HDMI 2 (Video) (L, R): RCA pin
操作 Operation	HDMI / PC 音頻(模擬)輸入 HDMI / PC Audio (Analog) Input	(L, R): RCA pin
	遙控旋轉機座 Remote-controlled Swivel Stand	有 Yes
	語言螢幕顯示 OSD Languages	英文/繁體及簡體中文/俄文/阿拉伯文 English/T&S Chinese/Russian/Arabic
	時間器 Timer	有 Yes
調頻系統 Tunning System	屏幕保護功能 Screen Saver	有 Yes
	屏幕擦拭 Screen Wipe	有 Yes
	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 : 480 i/p, 576 i/p, 720p (50/60), Component Video 1080i (50/60)		

* 等離子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時有不同。
* Due to advanced technology of Plasma 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.