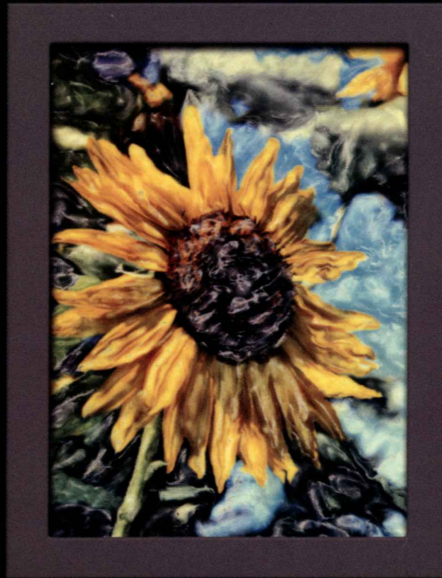


**HITACHI**  
Inspire the Next

*MASTER OF ART*



色彩璀璨 | 光芒奪目 | 層次分明

*MASTER OF*  
**PLASMA**



55PD8800TA  
42PD8800TA

HITACHI PICTURE MASTER PLASMA TV

日立全新等離子電視機

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 Plasma 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 Plasma，日立等離子電視機當之無愧。嶄新的ALIS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，將等離子電視機的藝術成就推至更高峰！

全新超凡ALIS屏幕 叫世界眼前一亮

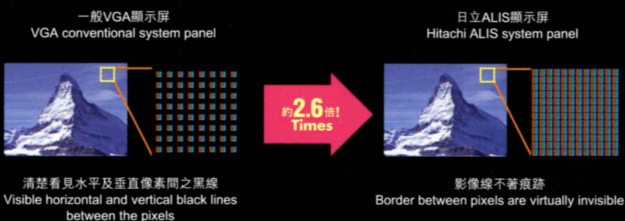
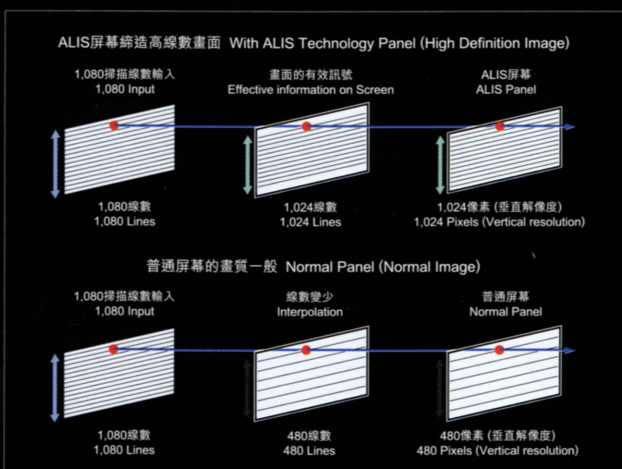
日立全新的ALIS屏幕是專為數碼廣播而設的頂級屏幕，設計精密，配合多項突破科技，在解像度、屏幕亮度、對比度及黑色層次感方面均有更高表現，為您帶來視像全新體驗。

- **超高解像度 1024 x 1024\* Mega Pixel**  
以單數線及雙數線交替照射，強化影像的解像度，將垂直解像度提昇至高達1024\*像素，令極臻完美的畫質更細緻。
- **亮度新標準 世界最高亮度 1,400cd/m<sup>2</sup> △\***  
提昇最高亮度，令畫面更亮麗清晰，色彩更奪目。

- **極級對比度 3,000:1\***  
對比度全面躍升，層次感更強，畫面更逼真。

- **MBP彩色濾波片 調諧色彩濃淡細致**  
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。

- **60,000小時超長壽屏幕#**



\* 只適用於42PD8800TA  
Only for 42PD8800TA

△ 根據2005年7月11日前之1024x1024屏幕為準  
According to 1024 x 1024 panel until Jul 11, 2005

# 根據日立公司之測試結果  
According to a survey by Hitachi Co., Ltd.

Highly prized for its supreme level of technological achievement  
The new-age Picture Master is the true Master of Plasma

A True Masterpiece – product of constant technical breakthroughs, requiring the overcoming of all technical obstacles in order to reveal genuine Mastery of Plasma, the Hitachi Plasma TV is a plasma TV truly deserving the title of Master of Plasma. Equipped with the latest-generation ALIS panel plus the unmatched Picture Master image processor, the Hitachi Plasma TV opens up whole new fields of vision in terms of colour, luminosity and shades of black, taking the plasma TV experience to new heights of achievement!

The unique Hitachi ALIS panel Creating a new world of visual brilliance

The high-quality ALIS screen is designed specially for digital broadcasts, its meticulous design incorporating several breakthrough technologies in terms of enhanced resolution, panel brilliance, contrast and depth, bringing you a totally new experience in viewing pleasure.

- **Super-high resolution: 1024 x 1024\* Mega Pixel**  
Projection onto alternate odd-numbered and even-numbered lines greatly enhances resolution, with vertical resolution increased to 1024\* pixels, making perfect picture quality even more perfect!
- **World highest luminance of 1400cd/m<sup>2</sup> △\***  
Producing the highest luminance and making the picture brighter, clearer with even more dazzling colours.

- **Ultimate Contrast Ratio of 3000 : 1\***  
Contrast has been completely uprated, with black shading much stronger and truer to life.
- **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.
- **Super-long panel life extended to 60,000 hours#**

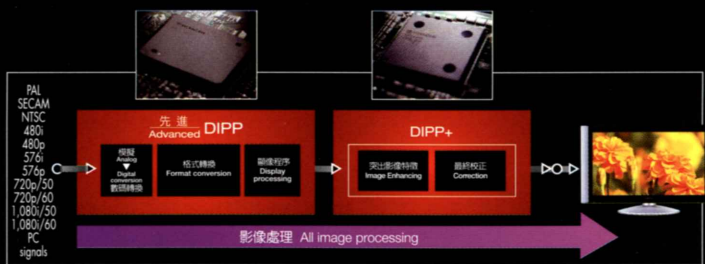
## 新世代 Picture Master 增強演繹 絕色新嶺域

### ■ 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，將等離子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。

一般等離子電視畫面 Image of conventional plasma TV  
採用日立影像識別技術之畫面 Image with Hitachi Image Recognition Technology



膚色更自然  
Natural skin color  
黑色部份層次分明  
Anti-Blackout  
影像更有質感  
3D representation

▲ 全新影像識別技術 Image Recognition Technology

The new-era Picture Master produces 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 plasma 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.



\*根據2003-2004年全年及2005年1月至9月GK全港等離子電視機零售為準  
\*According to 2003, 2004 whole year and 2005 (Jan-Sep) GK Hong Kong Plasma TV Sales Report.



## 其他登峰強項：

### ■ 耗電量低

新世代Picture Master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。

### ■ 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。

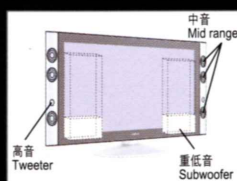
### ■ 相片輸入—SD讀卡及USB連接埠

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。



### ■ 10單元揚聲器系統

全機共有10個高質揚聲器(其中2個為Subwoofer重低音)，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，感受更透徹圓渾、震撼感人的聲音演繹！



### ■ 內置麗音完全國際線路雙調諧器

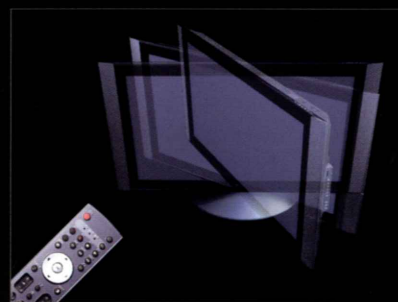
備有可同時接收兩組電視訊源的完全國際線路雙調諧器，讓您隨時盡情欣賞電視節目。

### ■ 對應未來數碼廣播

對應數碼1080i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

業界首創的等離子電視機遙控旋轉座機架，可左右30°轉動。



▲ 遙控旋轉座機架可左右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。



## 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.

### ■ 10-unit Speaker System

The unit conceals a total of 10 high-quality speakers (36W, including 2 subwoofer), 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.

### ■ 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 plasma TV remote-control swivel stand, moves 30° left and right.

### ■ The Best Viewing Distance

Enjoy the best viewing distance that is tripling the screen height, where Hitachi Picture Master can provide you an optimum visual experience.



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



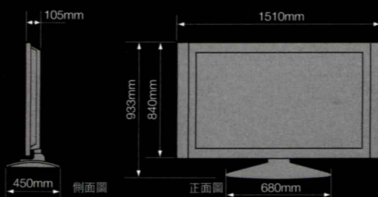
▲ 屏幕高度約69cm x 3 = 最佳視聽距離  
The best viewing distance = 3 x screen height (69cm)

# 日立等離子電視機規格 Hitachi Plasma TV Specifications

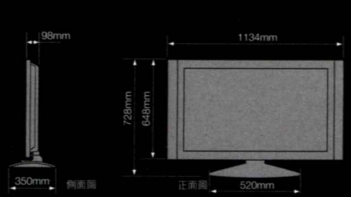
型號 Model	55PD8800TA	42PD8800TA	
影像 Visual	有效顯示尺寸 Effective Display Area (毫米 mm)	1,230 x 692	922 x 522
	橫直比 Aspect Ratio	16 : 9	
	像素 Pixels	1,366 x 768	1,024 x 1,024
	屏幕 Panel	e-ALIS	ALIS
	點距 Pixel Pitch	水平 Horizontal 0.90 mm 垂直 Vertical 0.90 mm	水平 Horizontal 0.90 mm 垂直 Vertical 0.51 mm
	色彩 Colours	686億 68.6 billions	
	屏幕亮度 Panel Luminance	1,000cd/m <sup>2</sup>	1,400cd/m <sup>2</sup>
	對比度 Contrast Ratio	1,000 : 1	3,000 : 1
一般規格 General	灰度 Gray Level	1024	
	水平 / 垂直觀看角度 Horizontal / Vertical Viewing Angle	不限 Free	
	電源 Power Supply	AC100-240V	
	頻率 Frequencies	50 / 60Hz	
	電力消耗 Power Consumption	480W	370W
電力備用 Power Standby	< 3W		
	屏幕淨重 (公斤) Net Weight of Panel (kg)	61.8 (不連機座) 73.3 (連機座)	37.3 (不連機座) 43 (連機座)
畫面 Picture	梳型濾波器 Comb Filter	3D Y/C	
	減少噪音干擾 Noise Reduction	有 Yes	
	亮度 / 顏色即時改善 / 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	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	
	電影模式 Film Theater	有 Yes	
	影像識別技術 Image Recognition Technology	有 Yes - Picture Master	
	數碼影像處理器 Digital Image Pixel Processor	Picture Master (Advanced DIPP + DIPP+)	
	多畫面畫中畫功能 Multi-window Function	有 (畫中畫、2格、4格、12格) Yes (PinP, Split, 4, 12)	
	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 (10 speakers)	
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	RS-232C: D-Sub 9 pin	
	相片輸入 Photo Input	USB連接埠及SD卡插槽 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) + (L, R): RCA pin			
Video 5 (CVBS, S-video) + (L, R): RCA pin			
HDMI 1 (Video)			
HDMI 2 (Video) + 3.5mm Stereo Mini Jack			
操作 Operation	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 / 日文 English / T & S Chinese / Russian / Japanese	
	時間器 Timer	有 Yes	
	屏幕保護功能 Screen Saver	有 Yes	
調頻系統 Tuning System	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)			



型號 Model: 55PD8800TA  
機座型號 Stand Model: SD8G5500



型號 Model: 42PD8800TA  
機座型號 Stand Model: SD8G4237



\* 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略有不同。  
\* 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.