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2004 UltraVision® CineForm™ Plasma and LCD Televisions

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ULTRAVISION

UltraVision® CineForm™ Plasma HDTV

**Hitachi UltraVision®
CineForm™ Series**

For the first time ever, the beauty of true cinema is brought to home theater with the new Hitachi UltraVision® CineForm™ Series. Both the Plasma and LCD Projection CineForm™ televisions present the same streamlined appearance to the viewer, focusing attention on the best picture in its class. Only the combination of Hitachi original technologies and breakthrough design could deliver this aesthetic and cinematic experience.

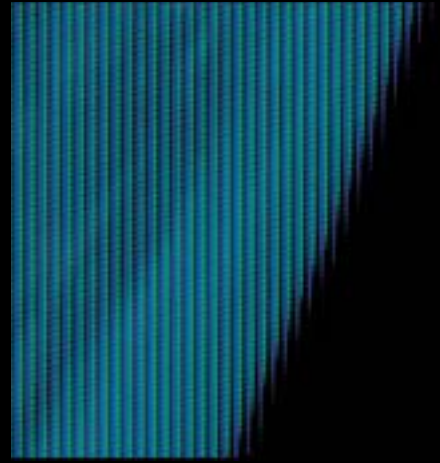


**The UltraVision® CineForm™
Plasma High Definition Television**

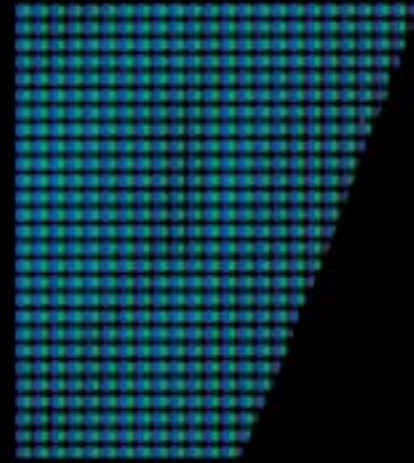
The Hitachi UltraVision® CineForm™ Plasma television is the pinnacle of plasma HDTV design and engineering for home theater. CineForm™ Plasma HDTV uses proprietary Hitachi plasma technologies to deliver better contrast, deeper, more realistic colors and a higher pixel density for a smooth film-like picture. The ultra-slim profile and sleek presentation of the CineForm™ design makes it the most aesthetically and technologically advanced plasma television available.

Original Plasma Technology

ALiS plasma technology



Conventional plasma technology

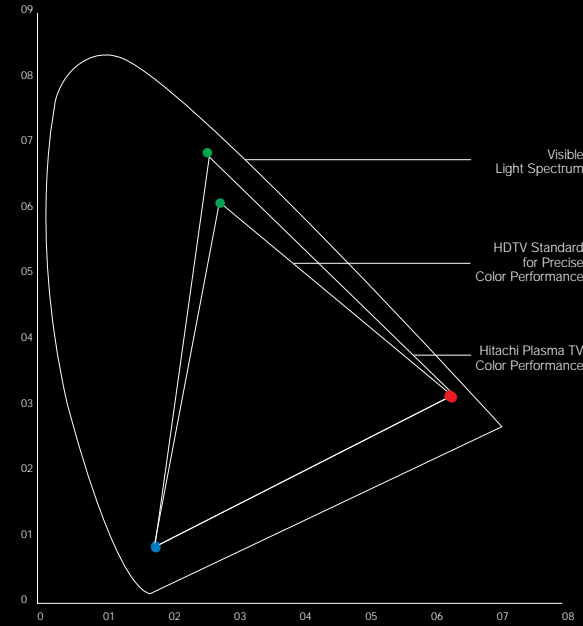


Standard plasma displays produce a coarse image due to their large pixels and thick barriers between pixels. ALiS plasma displays use more pixels with a narrow barrier between pixels to reproduce finer details and a smoother, more film-like image.

ALiS Display Technology

Hitachi has revolutionized plasma television with original ALiS panel technology (42"). ALiS minimizes the barriers between pixels to deliver a smoother, more film-like picture. Using more than one million pixels, ALiS reproduces more detail than any plasma in its class. ALiS is also unique in that it is designed to match closely to the 1080i HDTV system for a sharp, smooth and seamless image.

ALiS plasma technology is a perfect combination of the advanced engineering and seamless integration that makes the Hitachi CineForm™ Series the ultimate cinematic experience in plasma television.

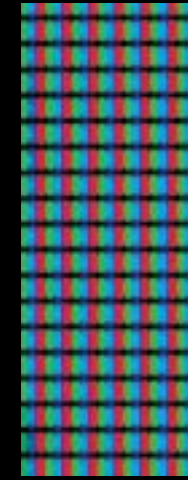


Color Performance

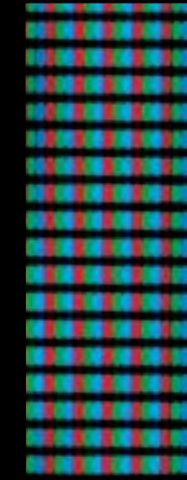
Hitachi UltraVision® CineForm™ Plasma televisions are developed and optimized for superior panel display performance. Improved light emitting phosphors dramatically increase color performance for deep rich reds, greens, and blues. Hitachi plasma televisions also feature 10-bit color depth capability, for a vivid display of more than one billion colors.

Hitachi UltraVision® CineForm™ Plasma technologies are perfectly integrated to produce a picture with remarkably smooth, deep color that delivers a stunning widescreen image.

WXGA pixel technology



Conventional wide pixel technology

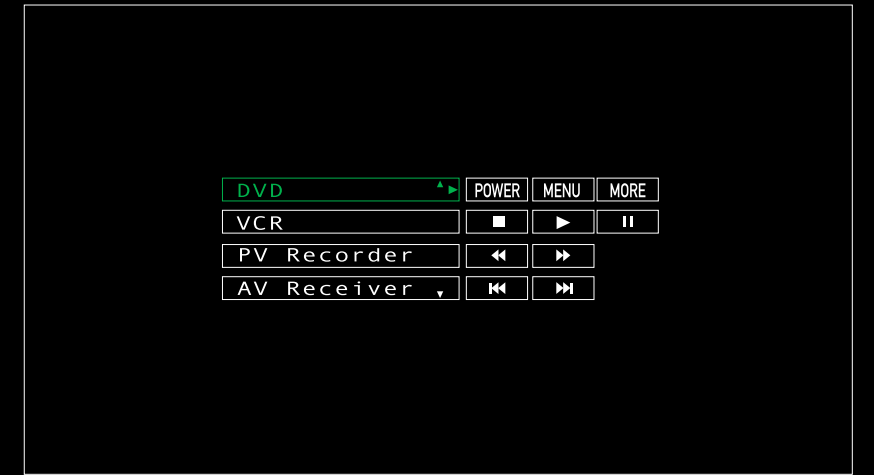


Thin pixel barriers deliver more image in the same screen area compared to conventional plasma design with thick pixel barriers.

WXGA Technology

Select UltraVision® CineForm™ Plasma televisions introduce a completely new and innovative technology to large scale (55") plasma television. The advanced engineering in Hitachi WXGA plasma technology dedicates more screen surface to the actual viewable picture area. Brighter pixels combined with a black

matrix between them deliver a brilliant picture with deeper, truer colors and better contrast. These new CineForm™ Plasma televisions feature the very latest in innovative plasma technologies for an unparalleled cinematic experience.

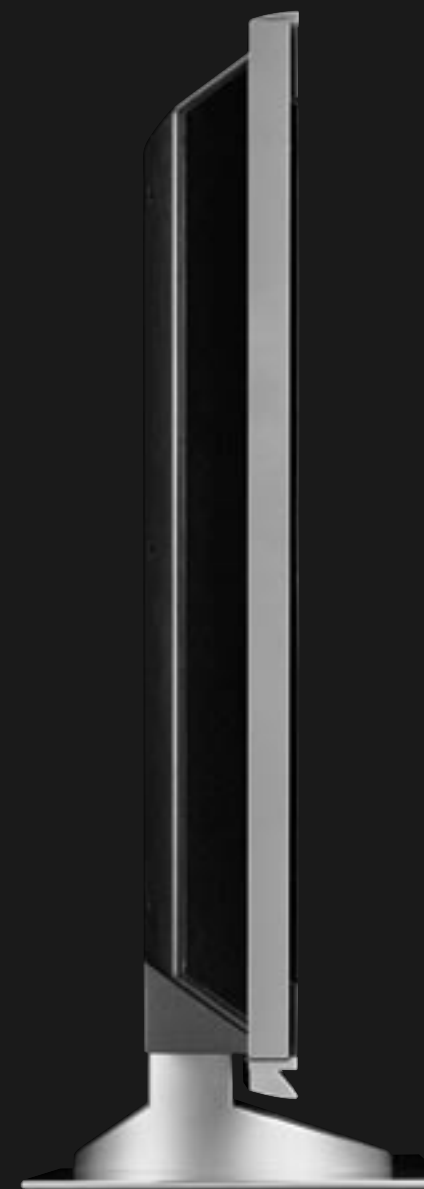


On-screen "buttons" or "soft keys" are displayed to simplify operation of a complete home theater system.

Learning AV NET III

The advanced Learning AV NET III simplifies operation of your complete home theater with one convenient interface. Infrared-based controllers integrate with on-screen commands to control up to four components. The system is preprogrammed to control components like DVD players, VCRs, and cable or satellite

receivers. The sophisticated AV NET can also "learn" commands from new products that have not been programmed. Learning AV NET III makes the new UltraVision® CineForm™ television the command and control center of your entire home theater system.



**Hitachi UltraVision® CineForm™
HDT51 Series Plasma HDTV**

Exclusive Features

- Available in 42" and 55" Screen Sizes
- Gloss Black Finish with Silver Trim
- Quick Start Seamless HDTV Tuner
- VirtualHD™ 1080p Video Processor
- Day and Night Memory with Timer
- Illuminated Roll & Click™ Remote
- Digital Color Management II
- Adjustable Color Decoder
- HD Digital Window™ Split Screen
- 4:3 Expanded Mode for All TV Signals
- Digital Photo Compatible USB Input
- Learning AV NET III
- Power Swivel (Optional for 55")

Key Features

- 4" Thin Design
- 2 Piece Design with Audio Video Control Center
- 1.07 Billion Color Display
- HDMI™ Digital Audio/Video Input
- Digital Cable Ready
- CableCARD™ Compatible
- High Contrast
- Anti-Reflective Screen
- Black and White Color Temperature
- High Density Pixel Structure
- 55" Resolution: 1366 x 768
- 42" Resolution: 1024 x 1024

Convenience Features

- Front Panel Menu Controls
- Dual 181-Channel NTSC Tuners
- 3 Language On-Screen Display
- Parental Locks
- Closed Caption Decoder
- On/Sleep Timers
- AutoLink Input Sensor

Audio Performance Features

- TV as Center Speaker
- 20-Watt 2-Way Speaker System
- MTS Stereo/SAP with dbx™
- TruBass™ by SRS®

Inputs/Outputs

- (1) CableCARD™ Input
- (2) HDMI™ High Definition Multimedia Interface
- (2) IEEE 1394 w/Basic AV Control
- (2) Antenna Inputs
- (4+1 AVCC Front) AV Inputs
- (2+1 AVCC Front) S-Video Inputs
- (2) Wideband Component Video Inputs
- (1) Center Channel Input
- (1) AV Output
- (2) AV Net IR Repeater Outputs
- (1) Optical Digital Audio Output
- (1) RS-232C Control Interface



The AV Control Center has the flexibility and connectivity to run an entire home theater system.

UltraVision® CineForm™ LCD HDTV

**UltraVision® CineForm™
LCD Projection Television**

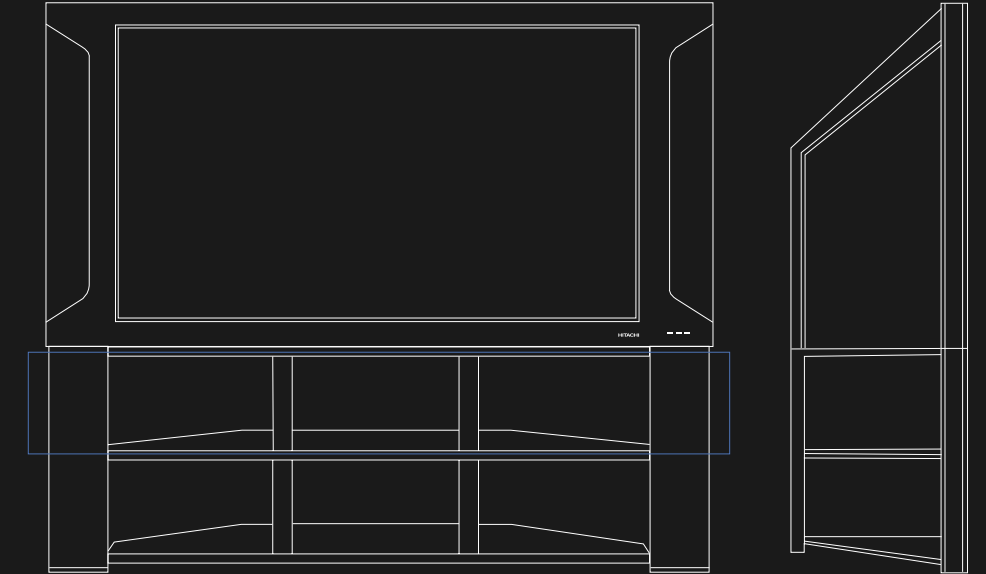
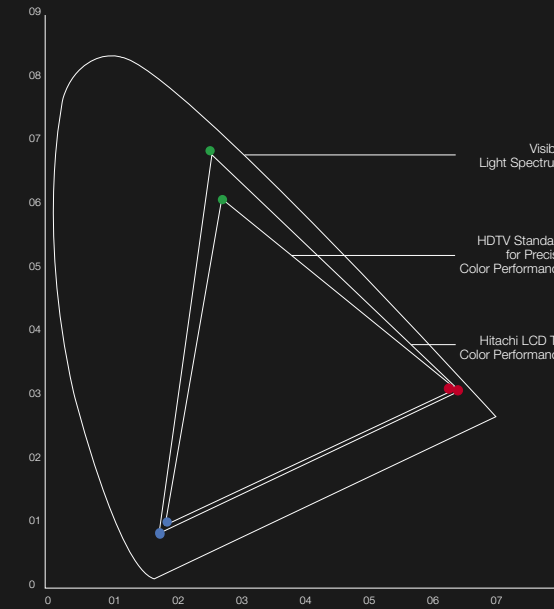
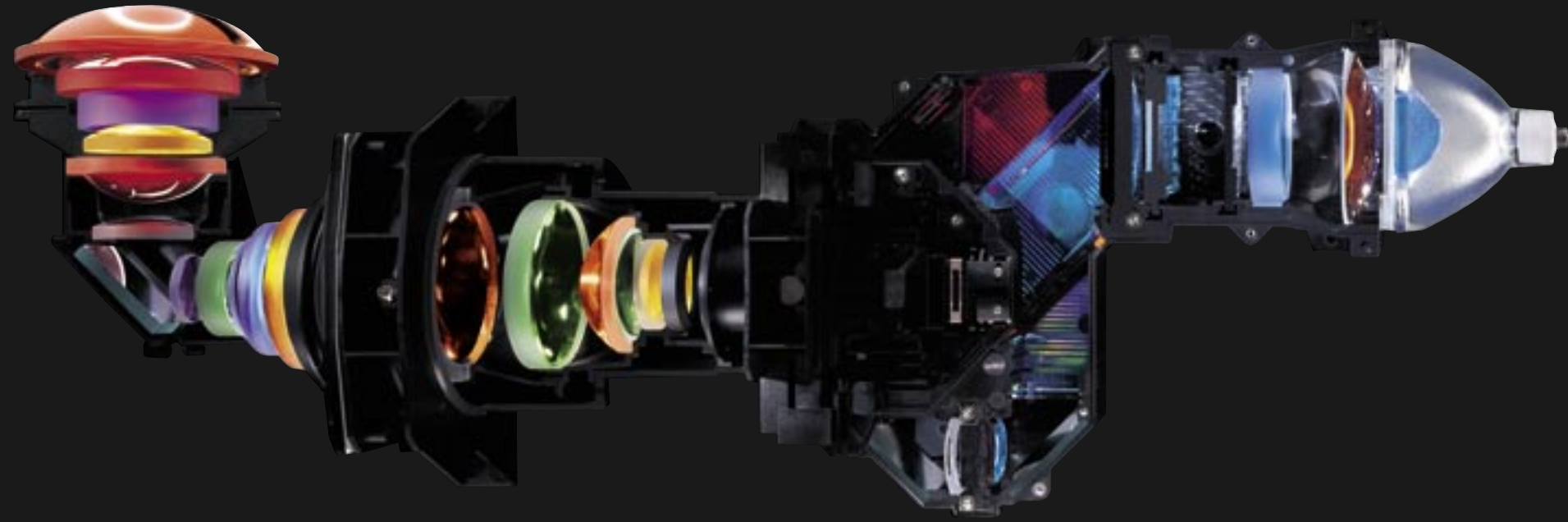
Experience the LCD revolution with the most advanced High Definition television technology ever developed, only from Hitachi. The UltraVision® CineForm™ HDTV features the proprietary Dual Focus Light Engine that sets new standards for modern optical engineering, producing a brighter picture with precise focus in less space. Enjoy the same streamlined look of plasma television and deep, rich color capability that exceeds the HDTV standards with the UltraVision® CineForm™ LCD High Definition television.



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Original LCD Technology



A sleek breakthrough design for the ultimate high definition television experience in a compact form that eliminates the bulky bottom portion of the cabinet found in less advanced designs.

The Dual Focus Light Engine

The UltraVision® CineForm™ LCD high definition television is a blend of outstanding performance and design made possible with the Hitachi Dual Focus Lens System and Light Engine. This proprietary technology sets new standards in modern optical engineering to produce a brighter picture

with sharp focus in a compact design. Improvements along the light path include special filters and polarizers that ensure brighter whites and darker blacks. Accurate image magnification is the key to a perfect picture. The Hitachi Dual Focus Lens System uses advanced optics to deliver

unmatched magnification accuracy over the entire screen for a superior film-like picture. These new Hitachi HDTV's are the result of a perfect combination of original technologies and design, for the greatest aesthetic and cinematic experience in high definition television.

Color Performance

Hitachi HDTV's produce more than 1 billion colors. Engineered with 10-bit color performance, these televisions push the boundaries of LCD technology, controlling light precisely at the most discrete level. Superior light control means a smooth and highly detailed picture, with a color range that exceeds the HDTV standard.

Minimal Form Factor

The sleek design and breakthrough engineering of these new Hitachi HDTV's deliver unmatched picture quality by minimizing the picture frame and overall size. The compact Dual Focus Lens System and Light Engine is designed to greatly reduce the height of the cabinet, so that the TV can fit easily on a shelf or in

an entertainment center. Original technologies give the UltraVision® CineForm™ HDTV's unmatched performance in a streamlined and compact form.



**Hitachi UltraVision® CineForm™
VS810 Series LCD HDTV**

Exclusive Features

- Available in 50", 60" and 70" Screen Sizes
- Gloss Black Finish with Silver Trim
- Plasma Form Factor Design
- Quick Start Seamless HDTV Tuner
- Dual Focus 25-Element Lens
- 720p 3-Panel LCD Light Engine
- VirtualHD™ 1080p Video Processor
- Day and Night Memory with Timer
- Illuminated Roll & Click™ Remote
- Digital Color Management II
- Adjustable Color Decoder
- HD Digital Window™ Split Screen
- 4:3 Expanded Mode for All TV Signals
- Digital Photo Compatible USB Input

Key Features

- 1.07 Billion Color Display
- HDMI™ Digital Audio/Video Input
- Digital Cable Ready
- CableCARD™ Compatible
- High Contrast Diffusion Screen
- Anti-Reflective Screen
- Black and White Color Temperature

Convenience Features

- Front Panel Menu Controls
- Dual 181-Channel NTSC Tuners
- 3 Language On-Screen Display
- Parental Locks
- Closed Caption Decoder
- On/Sleep Timers
- AutoLink Input Sensor

Audio Performance Features

- TV as Center Speaker
- 40-Watt 3-Way Speaker System
- MTS Stereo/SAP with dbx™
- SRS® Surround Sound
- BBE® Sound Enhancement

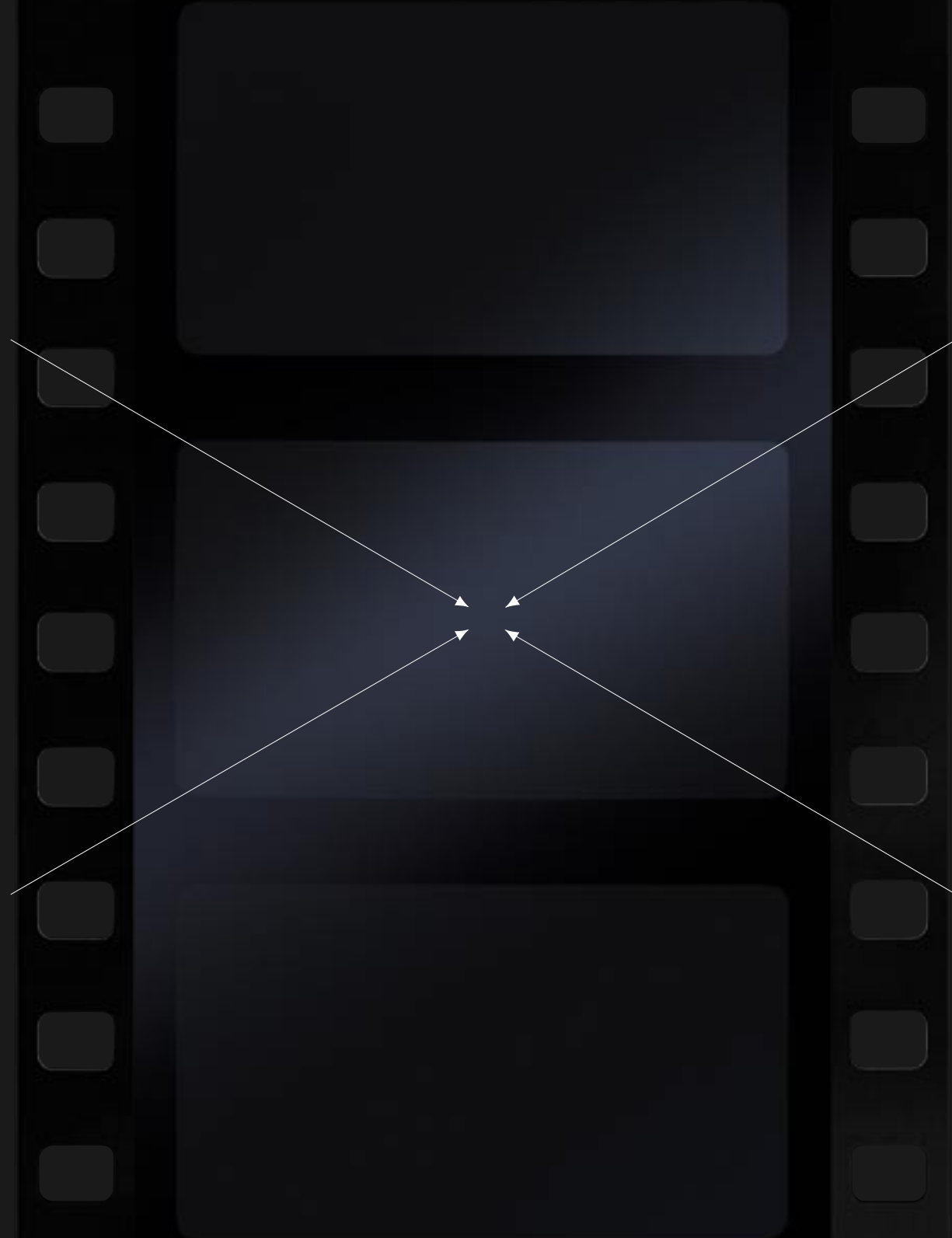
Inputs/Outputs

- (1) CableCARD™ Interface
- (2) HDMI™ High Definition Multimedia Interface
- (2) Antenna Inputs
- (4+1 Side) AV Inputs
- (2+1 Side) S-Video Inputs
- (2) Wideband Component
- (1) Video Input
- Center Channel Input
- (1) AV Output
- (1) Optical Digital Audio Output
- (1) RS-232C Control Interface

UltraVision® CineForm™ Shared Design

**The UltraVision®
CineForm™ Frame**

The CineForm™ design is created to enhance the cinematic experience in the home. Both Plasma and LCD models share the same streamlined presentation to the viewer with no distractions from the smooth film-like image.



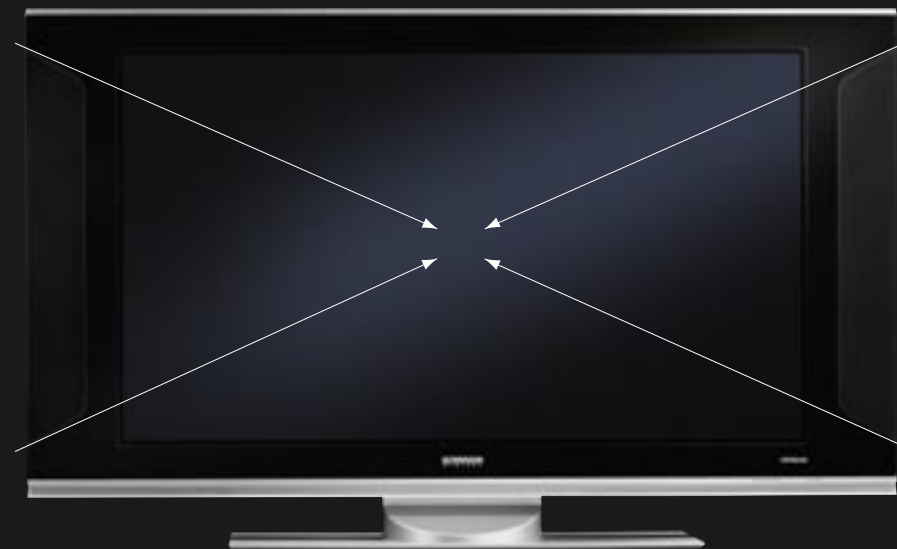
**Widescreen Picture
in Minimal Space**

UltraVision® CineForm™ televisions are engineered to deliver state of the art HDTV performance and an unmatched widescreen experience with minimal cabinet volume.

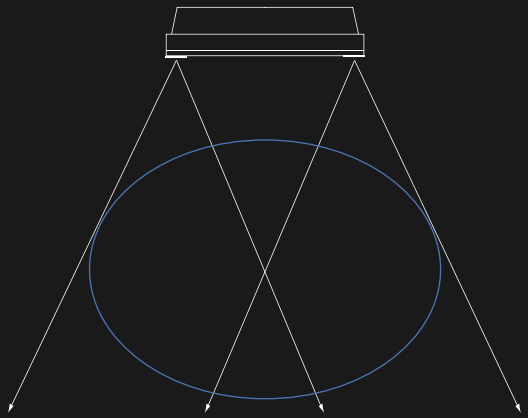


Sleek Cinema Form

Designed with subtle angles that draw the viewer into a perfect cinematic picture.



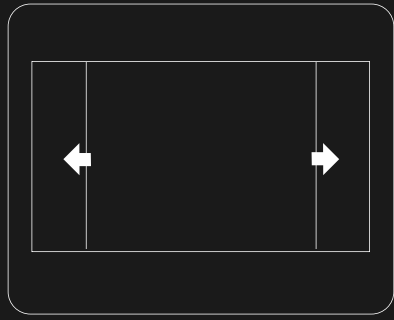
CineForm™ Shared Technology



UltraVision® CineForm™ HDTV's audio performance is tuned to provide exceptional clarity.

Premium Audio Performance

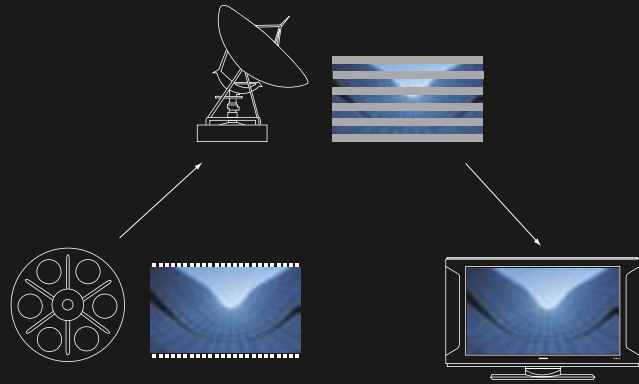
UltraVision® CineForm™ Series HDTV's feature an integrated sound system with separate speakers for low and high frequencies for clear, rich sound. Select models feature SRS® Surround Sound with BBE® Sound enhancement for a more immersive home theater experience. All CineForm™ models have optical digital audio output for connection to home theater audio systems.



An exclusive technique is employed to fill the widescreen with conventional 4:3 programming and to minimize perceptible distortion.

Multiple Screen Modes

Hitachi UltraVision® CineForm™ television technology works to produce the best widescreen experience from any format. Because not all programming is currently available in 16:9 widescreen HDTV proportions, this unique Hitachi technology subtly expands the image to widescreen while minimizing visual distortion.



The VirtualHD™ 1080p processor recreates the smoothness and detail of the original film frame.

VirtualHD™ 1080p Video Processor

Proprietary VirtualHD™ technology makes Hitachi the ultimate choice in projection television for any input source. When content from film is sent to your home it requires processing that can cause picture noise or distortion. VirtualHD™ technology reduces this noise to a minimum, recreating the smooth curves and high fidelity image of the original film source. For the

ultimate in detail reproduction, 1080i HDTV signals are converted to 1080p before being precisely matched to the final progressive LCD and plasma televisions.

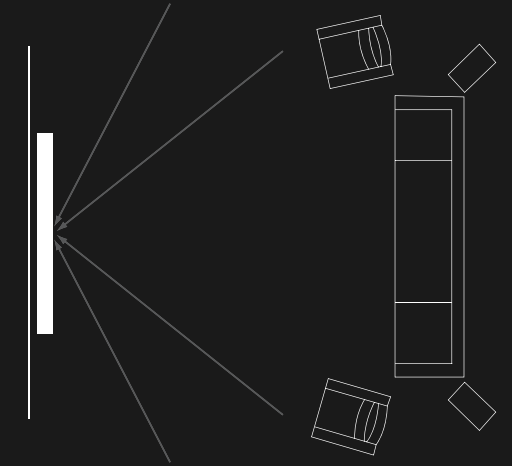


A simplified on-screen display gives viewers intuitive control of advanced capabilities and precise image adjustments.

On-Screen Interface

The On-Screen Interface invites users to explore the functionality and capabilities of CineForm™ televisions using graphics and information design to simplify operation. This elegant interface features subtle colors and angular accents designed to echo the sleek CineForm™ aesthetic and improve usability. Menu items are intelligently organized and use simple active

language to allow users to quickly find and adjust settings. The refined design of the On-Screen Interface enhances the home theater experience by providing viewers easier access to the advanced features of CineForm™ televisions.



Ambient light is absorbed and diffused by a special anti-reflective coating to improve contrast and enhance the viewing experience.

High Contrast Anti-Reflective Shield

The Hitachi High Contrast Anti-Reflective Shield uses an advanced screen coating to minimize reflectivity and dramatically increase picture quality. Designed for superior light absorption, this shield greatly reduces reflections from daylight and ambient lighting for the best possible image in different viewing environments.

Instant Control



Illuminated Roll and Click™ Remote

The slim ergonomic design and backlit navigation pad make this remote easy to use. The remote is programmed with the ability to control home theater components, making it simple to get the most out of your home entertainment system. The unique rolling wheels make it easy to quickly change the channels or adjust the volume. Simply pushing the buttons will add or delete favorite channels or mute the audio. Achieve the ultimate in home theater performance and control with this slim and easy to use remote.

User Interface

Day

Video	Video:1
Picture Mode	Day
Contrast	100%
Brightness	50%
Color	50%
Tint	
Sharpness	50%
Color Temperature	High
Black Enhancement	High
Edge Enhancement	High
Reset Video Settings	
⬇ Move	⬇ Select

Night

Video	Video:1
Picture Mode	Night
Contrast	50%
Brightness	50%
Color	50%
Tint	
Sharpness	35%
Color Temperature	Low
Black Enhancement	off
Edge Enhancement	off
Reset Video Settings	
⬇ Move	⬇ Select

Automatically switches to bright daytime settings.

Changes to high fidelity home theater settings at night.

Day and Night Memory with Timer

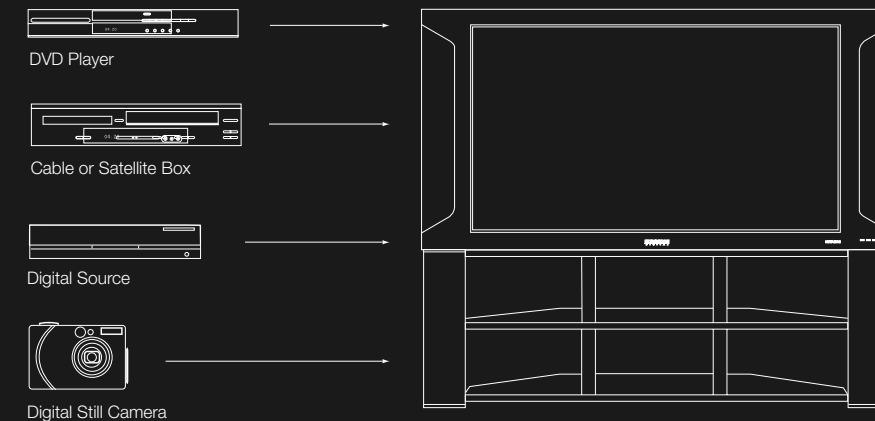
Hitachi developed separate Day and Night Memory settings to deliver superior picture quality under any lighting condition. Simply pressing a button on the remote or using the automatic timer switches between bright daytime settings and high fidelity nighttime settings for each source. The Day and Night Memory feature ensures that whenever the time of day or whatever the input source, Hitachi televisions will deliver the best possible picture.

For the Enthusiast

Unique features allow the enthusiast to extend television performance even further. A special color temperature for black and white movies presents classic films as they were intended to be seen. Only Hitachi gives viewers an even greater level of control with the Adjustable Color Decoder, which allows precise adjustment of flesh tones to match individual color temperature settings for the ultimate in natural image reproduction.

HDTV and Digital Cable Ready Tuner

Hitachi HDTV tuner technology brings viewers a unique blend of convenience and performance. Conventional HDTV tuners require start-up time to scan for channels and require switching between antenna inputs when selecting analog or digital programming. Hitachi HDTV tuner technology delivers the picture instantly with seamless access to all available channels. The Hitachi HDTV tuner offers exceptional convenience and flexibility, and is digital cable ready with CableCARD™ compatibility.



The HDMI™ and USB interfaces provide pure digital connectivity to many modern digital sources.

HDMI™ Interface

Hitachi televisions are designed to access the greatest signal quality now and for the future. The HDMI™ interface is the state-of-the-art connection for the highest quality digital image without degradation. Hitachi has integrated HDMI™ technology to ensure compatibility with modern digital sources and for access to high definition content for years to come.

Digital Photo Input

Hitachi UltraVision® televisions feature a USB input for display of photos from a digital camera. Integrated Digital Color Management II technology provides precise tuning of the television color settings to match the color palette of the camera, for the deepest and most natural colors possible.



Features Comparison

Feature

Screen Size	55"	42"
768p WXGA Format Plasma HDTV ¹	x	
1080i ALIS Format Plasma HDTV ¹		x
720p Rear Projection LCD HDTV ¹		
Exclusive 25-Element Dual Focus Lens System		
High Definition 3-Panel Light Engine		
Anti-Reflective Screen	x	x
Audio Video Control Center	x	x
Remote Controlled Power Swivel Table Stand	Optional	x
VirtualHD™ 1080p Video Processor	x	x
1080i/480i 3:2 Film Processing	x	480i
1.07 Billion Color Display	x	x
Digital Cable Ready/CableCARD™ Compatible ²	x	x
Quick Start / Seamless HDTV Tuner	x	x
Illuminated Roll and Click™ Remote	x	x
Day and Night Memory with Timer	x	x
HD Digital Window™ Split Screen	x	x
Adjustable Color Decoder	x	x
Digital Color Management II	x	x
Black and White Film Color Temperature	x	x
3HD/6SD Screen Aspect Modes	x	x
Black and White Film Color Temperature	x	x
USB Input Compatible with Photo Files	x	x
Learning AV Net III	x	x
40-Watt 2-Way Speaker System		
20-Watt 2-Way Speaker System	x	x
HDMI™ - High Definition Multimedia Interface ³	2	2
IEEE1394 with Basic Audio Video Control	2	2

Specification

Panel Resolution - Horizontal x Vertical	1366 x 768	1024 x 1024
Height - Monitor Without Stand	33 3/4"	26 1/4"
Height - With Floor (F) / Table (T) Stand	36 1/16" (T)	29 7/16" (T)
Width	61 5/16"	46 13/16"
Depth - (Plasma Without Table Stand)	4 3/8"	4"
Weight Without Stand	122 lbs.	76 lbs.

1. More than 94% of the 1080/720 vertical signal is displayed. Due to variances in program productions and transmissions not all of the signal is suitable for display.

2. This digital television is capable of receiving basic analog, digital basic and digital premium cable television

programming by direct connection to a cable system providing such programming. A security card (CableCARD™) provided by your cable operator is required to view encrypted digital programming. Certain advanced interactive digital cable services may require the use of a set top box: video-on-demand, cable operator enhanced

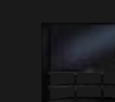
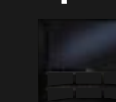
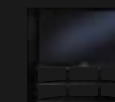
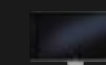
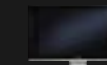
program guide, data enhanced television service. For more information contact your local cable operator

3. HDMI™ inputs are compatible with DVI-HDTV (HDCP) signals when combined with an adapter cable. Adapter cable is not included.

All product specifications, dimensions and weights are subject to change without notice. For complete product information: hitachi.us/tv

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	55HDT51	42HDT51
Screen Size	55"	42"
768p WXGA Format Plasma HDTV ¹	x	
1080i ALIS Format Plasma HDTV ¹		x
720p Rear Projection LCD HDTV ¹		
Exclusive 25-Element Dual Focus Lens System		
High Definition 3-Panel Light Engine		
Anti-Reflective Screen	x	x
Audio Video Control Center	x	x
Remote Controlled Power Swivel Table Stand	Optional	x
VirtualHD™ 1080p Video Processor	x	x
1080i/480i 3:2 Film Processing	x	480i
1.07 Billion Color Display	x	x
Digital Cable Ready/CableCARD™ Compatible ²	x	x
Quick Start / Seamless HDTV Tuner	x	x
Illuminated Roll and Click™ Remote	x	x
Day and Night Memory with Timer	x	x
HD Digital Window™ Split Screen	x	x
Adjustable Color Decoder	x	x
Digital Color Management II	x	x
Black and White Film Color Temperature	x	x
3HD/6SD Screen Aspect Modes	x	x
Black and White Film Color Temperature	x	x
USB Input Compatible with Photo Files	x	x
Learning AV Net III	x	x
40-Watt 2-Way Speaker System		
20-Watt 2-Way Speaker System	x	x
HDMI™ - High Definition Multimedia Interface ³	2	2
IEEE1394 with Basic Audio Video Control	2	2

	70VS810	60VS810	50VS810
Screen Size	70"	60"	50"
768p WXGA Format Plasma HDTV ¹	x	x	x
1080i ALIS Format Plasma HDTV ¹	x	x	x
720p Rear Projection LCD HDTV ¹	x	x	x
Exclusive 25-Element Dual Focus Lens System			
High Definition 3-Panel Light Engine			
Anti-Reflective Screen	x	x	x
Audio Video Control Center	x	x	x
Remote Controlled Power Swivel Table Stand			
VirtualHD™ 1080p Video Processor	x	x	x
1080i/480i 3:2 Film Processing	x	x	x
1.07 Billion Color Display	x	x	x
Digital Cable Ready/CableCARD™ Compatible ²	x	x	x
Quick Start / Seamless HDTV Tuner	x	x	x
Illuminated Roll and Click™ Remote	x	x	x
Day and Night Memory with Timer	x	x	x
HD Digital Window™ Split Screen	x	x	x
Adjustable Color Decoder	x	x	x
Digital Color Management II	x	x	x
Black and White Film Color Temperature	x	x	x
3HD/6SD Screen Aspect Modes	x	x	x
Black and White Film Color Temperature	x	x	x
USB Input Compatible with Photo Files	x	x	x
Learning AV Net III			
40-Watt 2-Way Speaker System	x	x	x
20-Watt 2-Way Speaker System			
HDMI™ - High Definition Multimedia Interface ³	2	2	2
IEEE1394 with Basic Audio Video Control			

Panel Resolution - Horizontal x Vertical	1366 x 768	1024 x 1024
Height - Monitor Without Stand	33 3/4"	26 1/4"
Height - With Floor (F) / Table (T) Stand	36 1/16" (T)	29 7/16" (T)
Width	61 5/16"	46 13/16"
Depth - (Plasma Without Table Stand)	4 3/8"	4"
Weight Without Stand	122 lbs.	76 lbs.

Panel Resolution - Horizontal x Vertical	1280 x 720	1280 x 720	1280 x 720
Height - Monitor Without Stand	40 9/16"	33 1/2"	28 11/16"
Height - With Floor (F) / Table (T) Stand	61 5/8" (F)	54 4/7" (F)	49 3/4" (F)
Width	73 5/8"	64"	55 7/16"
Depth - (Plasma Without Table Stand)	23 5/8"	16 3/8"	16 1/4"
Weight Without Stand	187 lbs.	132 lbs.	110 lbs.

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