JVC Launches World's First 8K e-shift Home Theatre Projector in India; New Native 4K Projector Line-up

New DLA-NX9 features 8K e-shift technology

Mumbai, February 26th, 2019 - JVC today launches a new line of D-ILA projectors that features the company's newest native 4K D-ILA device and includes the world's first 8K e-shift home theatre projector.

The new line is comprised of 4 projectors to be available from 1st Mar 2019. They are DLA-NX9BE, DLA-N7BE, DLA-N5BE and DLA-N5WE. The DLA-NX9 with 8K e-shift technology and 100mm diameter high resolution glass lens deliver 8K images that rival reality. The DLA-N7BE, DLA-N5BE and DLA-N5WE incorporate the latest 4K D-ILA device and a 65mm diameter glass lens to reproduce smooth, detailed 4K imagery.

Model Name	Description	Available Colour
DLA-NX9BE	World's First 8K e-shift Home Theatre Projector	Black
DLA-N7BE	Native 4K Home Theatre Projector	Black
DLA-N5BE and DLA-N5WE	Native 4K Home Theatre Projector	Black & White

In 2016, JVC launched the highly acclaimed flagship DLA-Z1E equipped with a 0.69-inch 4K D-ILA device. Since then, 4K content such as UHD Blu-ray, 4K streaming, and 4K broadcasting has become widely available.

The new DLA-NX9BE is equipped with 8K e-shift technology and is the world's first home theatre projectors that achieve 8K display*. In addition to detailed imagery exceeding 4K, it also combines high brightness, high contrast, wide colour gamut, and create stunningly realistic images.

The DLA-N7BE, DLA-N5BE and DLA-N5WE are high quality native 4K models that deliver high contrast and excellent colour in addition to 4K resolution for users who demand the best 4K quality for movie reproduction.

JVC Projectors Achieve World's First THX 4K HDR Certification

Underscoring its commitment to deliver the best home theatre experience possible, JVC announced that DLA-NX9BE recently introduced home theatre projectors achieved THX 4K HDR Certification, the first display products to do so.

The new JVC DLA-NX9BE is the only display devices to date to have achieved THX 4K HDR Certification, the most demanding specification that a display product can achieve. It features JVC's newest native 4K D-ILA device and the company's 8K e-shift technology to produce an 8K image on the screen.

THX performs hundreds of tests to confirm colour accuracy, sharpness and contrast. A larger DCI-P3 colour gamut is required for HDR, and THX 4K HDR Certification ensures that a display truly achieves this new colour palette, and with the highest accuracy. Furthermore, 4K HDR displays are

evaluated for colour and moiré artefacts with full HD and 4K content. Images must match the colour, luminance, black levels and gamma seen in the filmmaker's studio.

The THX HDR test suite also ensures that even in scenes with multiple sized objects, white levels are produced that meet those expected by editors and colourists in production suites.

A key feature of the new JVC projectors is the Auto Tone Mapping function, which automatically adjusts settings for the optimum HDR10 image. The HDR10 mastering information MaxCLL (Maximum Content Light Level) / MaxFALL (Maximum Frame Average Light Level) varies greatly depending on content. Therefore, in order to achieve the best HDR10 experience it is necessary to set the appropriate brightness settings for each piece of programming. The new Auto Tone Mapping function automatically adjusts settings based on the mastering information. Various HDR images with different brightness can be viewed optimally without manual adjustment of the settings. THX tests for tone mapping to ensure that all content is rendered with precise definition in the brightest and darkest areas. In cases where content does not contain mastering information, a fixed value will be set or it can be manually adjusted.

Main Features

1. High definition video exceeding 4K with 8K e-shift technology (DLA-NX9BE)

JVC's e-shift is proprietary high-resolution display technology that quadruples the resolution by shifting pixels diagonally 0.5 pixel. In the DLA-NX9BE, e-shift technology together with native 4K D-ILA devices produce an 8K image on the screen. The 8K e-shift image provides much higher resolution than 4K to deliver beautifully realistic images, even on large screens. Also, by using JVC's own Multiple Pixel Control high resolution technology, full HD and 4K images are also converted to high-definition 8K images*.

2. Newest 0.69-inch native 4K D-ILA device (x3)

JVC's newest 0.69-inch native 4K D-ILA device with 3.8 µm-pixel pitch achieves a high-resolution display of 8.8 million pixels (4096 x 2160 pixels), and with improved planarization technique, which reduces light scattering and light diffraction, delivers improved brightness and black level compared to a conventional device. The narrow pitch provides native 4K imagery with a smooth, detailed picture without any visible pixel structure, even on large screens.

3. High resolution 18-element, 16-group all-glass lens with full aluminium lens barrel (DLA-NX9BE)

The DLA-NX9BE is equipped with a high resolution 18-element, 16-group all-glass lens with full aluminium lens barrel. To ensure high resolution to every corner of the screen while offering a wide shift range of +/-100% vertical, +/-43% horizontal, a 100mm diameter lens was selected. In addition, five special low dispersion lenses that account for the different refractive index of red, green and blue have been adopted to suppress chromatic aberration, bleeding and other anomalies, and faithfully reproduce the 8K resolution.

4. New Auto Tone Mapping function automatically adjusts settings for optimum HDR10 image

The HDR10 mastering information MaxCLL (Maximum Content Light Level) / MaxFALL (Maximum Frame Average Light Level) varies greatly depending on content. Therefore, in order to achieve the best HDR10 experience it is necessary to set the appropriate brightness settings for each piece of

programming. The new Auto Tone Mapping function in the new projectors automatically adjusts settings based on the mastering information. Various HDR images with different brightness can be viewed optimally without manual adjustment of the settings. In cases where content does not contain mastering information, a fixed value will be set or it can be manually adjusted.

5. Compatible with HDR technology to dramatically improve picture quality

HDR content offers a substantial improvement in image quality with its expanded luminance range, wide colour gamut such as BT2020, 10 bit gradation, and other enhancements. A high performing, high precision projector is required for accurate image reproduction of HDR content. The new JVC D-ILA projectors faithfully reproduce HDR10 content, such as UHD Blu-ray, in addition to the HLG (Hybrid Log-Gamma) content adopted in broadcasting, with its high brightness, high contrast, and wide colour gamut.

6. Bright, vibrant and dynamic imagery

A 265W ultra-high-pressure mercury lamp and a highly efficient optical engine combine to deliver high brightness levels in every new JVC projector - 2,200 lm for the DLA-NX9BE, 1,900 lm for the DLA-N7BE and 1,800 lm for the DLA-N5BE & DLA-N5WE. Image quality is further improved thanks to the new D-ILA device, which has narrow pixel gap and improved light efficiency to provide a smooth, powerful image.

7. Native Contrast Ratio of 100,000:1 translates to a spectacular Dynamic Contrast Ratio of 1,000,000:1

The new 0.69-inch native 4K D-ILA device and optical engine with wire grid provide a native contrast ratio of 100,000:1 (DLA-NX9BE). In combination with JVC's Intelligent Lens Aperture, which analyses the input image and automatically controls the black level, the top models deliver a spectacular dynamic contrast of 1,000,000:1. This high contrast ratio combined with the projectors' high brightness are what allow the new models to deliver a truly immersive high-quality image experience. (For DLA-N7BE native 80,000:1, dynamic 800,000:1; DLA-N5BE and DLA-N5WE native 40,000:1, dynamic 400,000:1.)

8. Colourful image with wide colour gamut beyond DCI P3 (DLA-NX9BE, DLA-N7BE)

By adopting a new cinema filter, the DLA-NX9BE achieve a wide colour gamut beyond DCI-P3. HDR content such as UHD Blu-ray has adopted a wider colour gamut, and with a wide colour gamut D-ILA projector it's possible to reproduce rich colours such as crimson rose, the fresh green of trees, and the natural gradations of sky and sea.

9. Renewed Clear Motion Drive supporting 4K60P (4:4:4) signal

Clear Motion Drive is JVC's original motion control technology that also supports a 4K60P (4:4:4) signal. The feature has been renewed for the new line to improve moving images more than ever. Together with Motion Enhance, which optimizes the driving of the D-ILA device according to image motion, motion blur is significantly reduced compared to conventional projectors.

Other Features

- ISF certification, the image quality standard for all models. It's possible to perform colour calibration by an ISF certified calibrator.
- Installation mode memorizes up to 10 different installation settings, such as lens memory, pixel adjustment, screen mask etc., and stores them as a single pre-set.
- Auto Calibration Function that optimizes image quality under various installation conditions and also adjusts for the changing colour balance in long-term projector usage, etc. (To use the Auto Calibration Function, an optical sensor, exclusive software, PC and LAN cable are required.)
- Screen Adjustment Mode corrects the colour balance for each screen's characteristics.
- Low Latency Mode reduces input lag.
- Optimized circuit configuration halves the time it takes for signal recognition compared to conventional models.

The new JVC projectors will be available from 1st -March-2019 Onwards at the following prices:

DLA-NX9BE: ₹ 16,99,900
DLA-N7BE: ₹ 8,99,900
DLA-N5BE/ DLA-N5BE: ₹ 5,99,900

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