

Panasonic
ideas for life

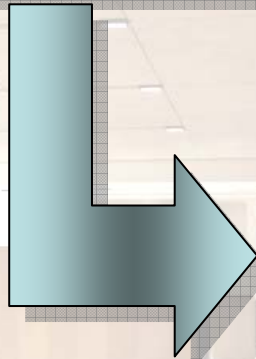


Equipos Terminales Para TV Fija

DEEPLY MOVING **VIERA**

CONTENIDO

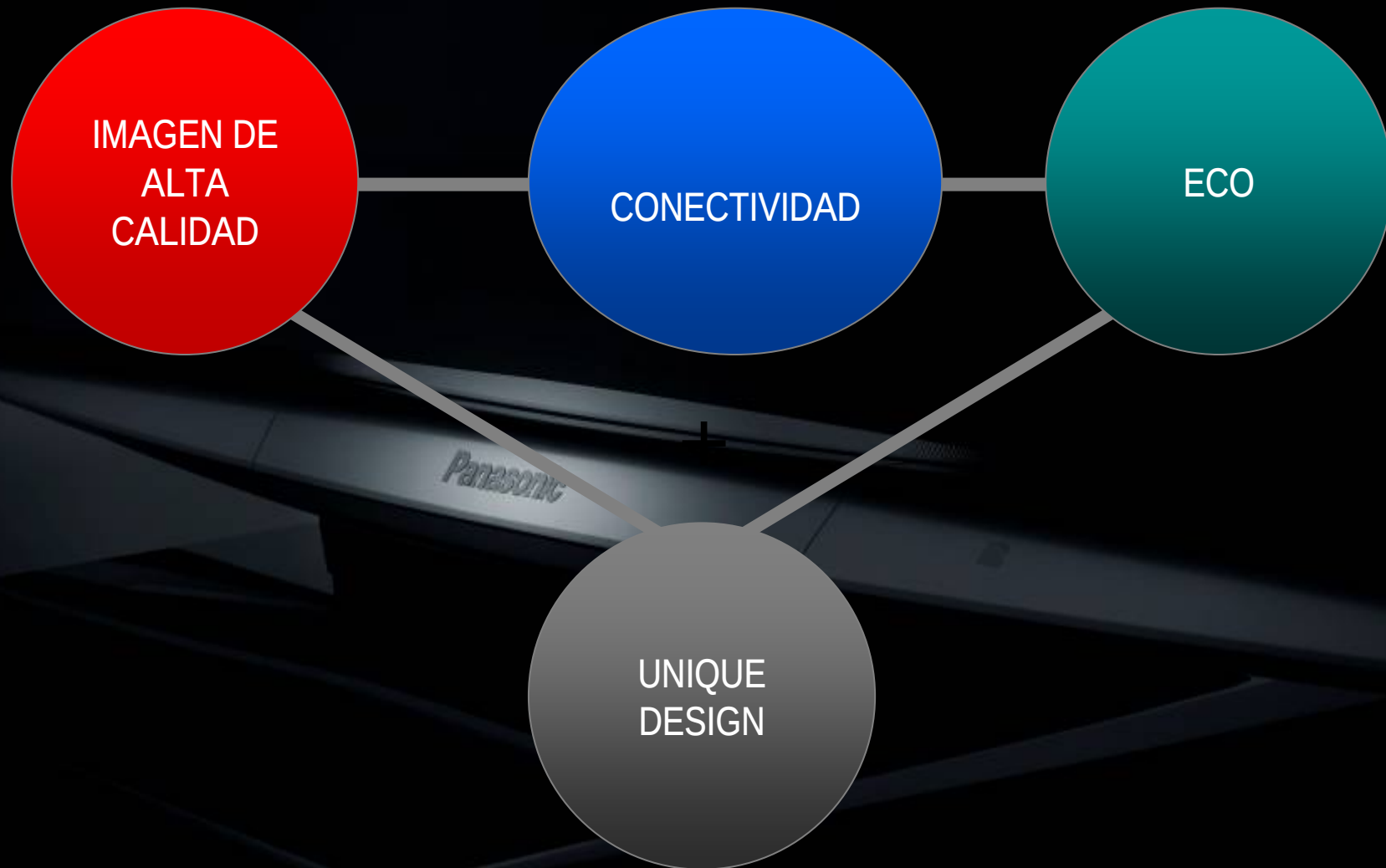
- I. Equipos Terminales para TV Fija: PLASMA / LCD**
- II. - Características**



II. Set Top Box

- > Concepto**
- Utilización**

2008: Puntos Importantes



A large, sleek Panasonic Viera PDP television is shown from a low angle, mounted on a dark, modern stand. The screen is dark, and a glowing orange banner with white text is superimposed across the middle. The background is a soft, out-of-focus grey.

VIERA 2008 PDP LINE UP

VIERA 2008 PDP LINE UP

2007

TH-58/50PZ700

**Full HD
Premium Model**

**Full HD Step Up
Model**

TH-50/42PX77U

HD Step Up Model

TH-50/42PX75U

HD Leader Model

2008

TH-58PZ850

TH-50/46/42PZ85

TH-50/42PX80U

A large, sleek Panasonic Viera LCD television is shown from a low angle, mounted on a dark, modern stand. The screen is dark and reflective, showing subtle highlights. A bright orange horizontal banner is superimposed across the middle of the image, containing white text. The background is a soft, out-of-focus grey.

VIERA 2008 LCD LINE UP

VIERA 2008 LCD LINE UP

2007

2008

*Full HD
Premium Model*

TC-37/32LZ800

*Full HD
Step Up Model*

TC-37LZ85

HD Step Up Model

TC-32LX700

TC-32/26LX85

HD Leader Model

TC-32/26LX70

2008 CARACTERISTICAS



CALIDAD DE IMAGEN

2.07 million pixels – Twice as higher resolution than conventional High Def. Panel

1080p HD of **world -largest 150"**



Conventional HD Panel
(1.05 million pixels)

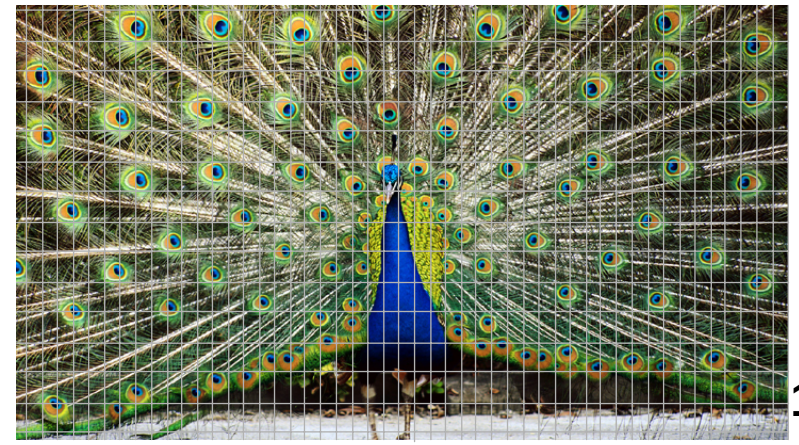


1366

768

1080p HD Panel

(2.07 million pixels)_{42, 46, 50", 65", 103, 150"}



1080

1920



Over 900 Lines Moving Picture Resolution

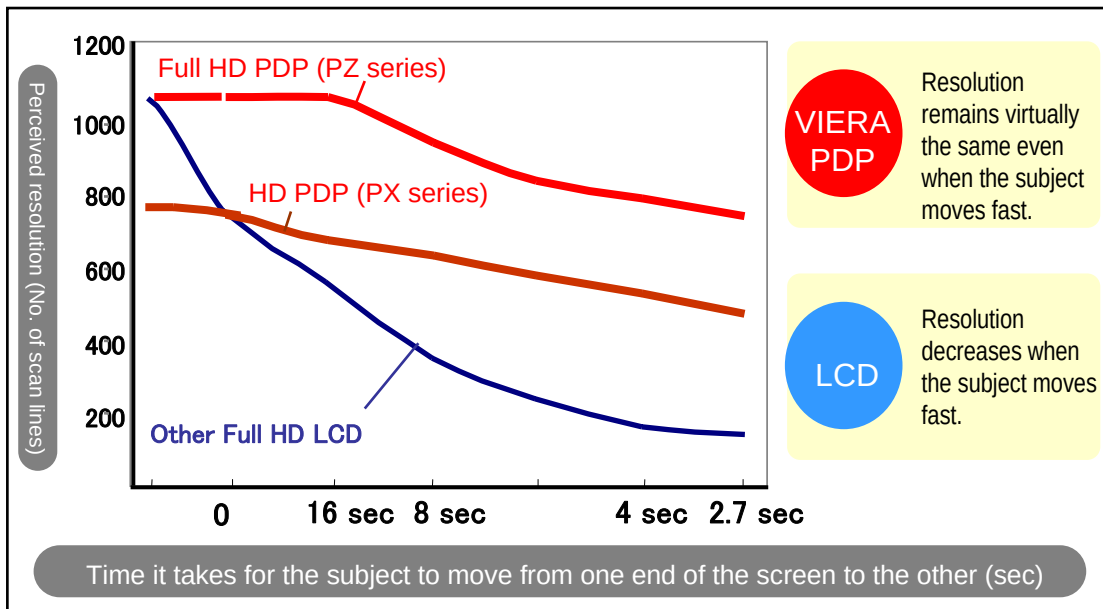
The PDP Displays Beautiful Images Even on a Large Screen



Here's Why

Plasma panels use self-illuminating pixels – so moving picture resolution is outstanding, even in fast-motion scenes. You'll love the clear, vivid images you get from Viera when viewing action movies or watching sports events such as tennis, baseball or football games.

Verification 1. Comparison of Moving Picture Resolution





Alto Contrastes 1,000,000:1 (Native 30,000:1)*

Previous Model



Native
30,000:1*

Dynamic
1,000,000:1



* Dynamic.

Here's Why

* PZ85 series and above

Reproducción del negro se ha logrado mediante el mejoramiento del proceso de producción de sus paneles incorporando un sistema de manejo real del negro.(A la validez de la gestión del sistema de control)

CONTRAST MEASUREMENT

Native Contrast [IEC]
30,000:1*



1/n

Dynamic Contrast [VESA]
1,000,000:1
All Black / White Window



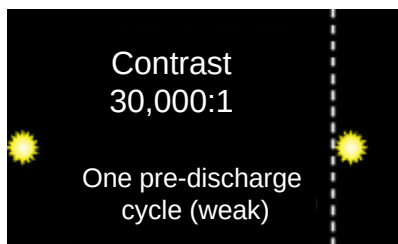
1/n

2/n

CONTRAST EVOLUTION

		06	07	08
F H D	Native contrast	5, 000:1 [Max]	10, 000:1 [Max]	30, 000:1* [Max]
	Dynamic contrast			1,000,000:1 High Contrast
H D	Native contrast	10, 000:1 [Max]	10, 000:1 [Max]	15, 000:1 [Max]

Black-level light emission



← 1 field (1/60 sec) →





5,120 Equivalent Steps of Gradation

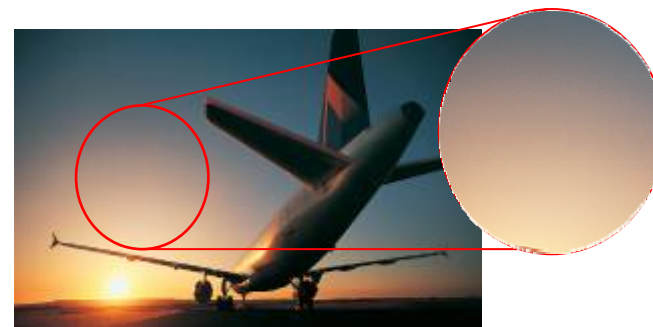
PDP Full HD

※ Only PZ850/800 series

Rich Expressivity with 5,120 Equivalent Steps of Gradation



Insufficient resolution



Detailed expression of all image areas
from bright to dark areas

Here's Why

Smooth gradation is achieved by the elaborate precision of 5,120 Equivalent steps. Even the subtly changing nuances of the sunset are faithfully rendered. Compatible with the HDMI 1.3 Deep Color standard, this level of performance draws out the full potential of high-definition sources.

VIERA Color Performance:
5,120 EQUIVALENT RICH GRADATION

It's Compatible with...

DEEP COLOR
HDMI™ (1.3, Deep color)



New Advanced Real Gamma Curve



5,120
Equivalent
steps of
gradation

Finer gradation steps and a wider
range of image expressivity

*HDMI, the HDMI Logo and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC.

TUF DISPLAY

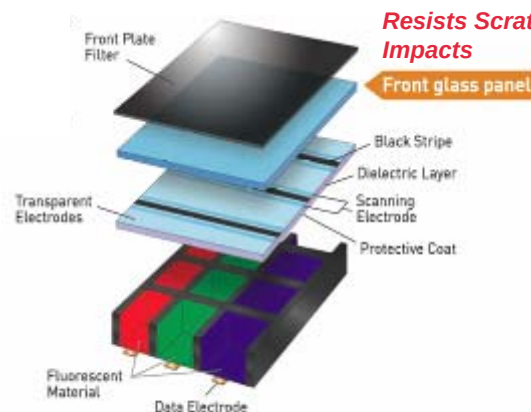


Here's Why

Frente a un panel de cristal está proporciona una mejor resistencia a los impactos externos.

Los TV Plasma de VIERA están constituidos su panel frontal por una cubierta de vidrio, logrando una mayor garantía en el caso de recibir un golpe.

*This does not imply a guarantee of the impact resistance of the entire panel.



When children put their fingers on the screen.





New AR Filter

Images are Clear and Sharp, with Minimal Reflections



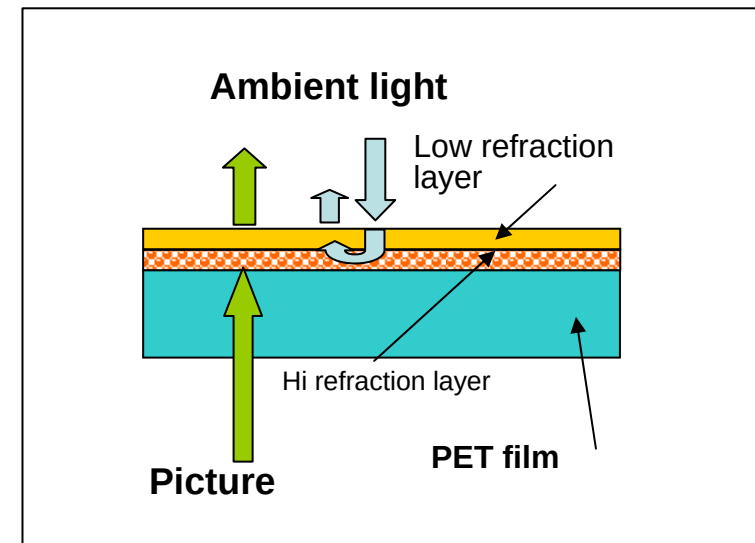
Here's Why

While dramatically reducing reflections from external light, this filter helps to produce the clear, sharp images that plasma displays are known for. colors are highly pure, images are crisp, and the color range is wide.

	2007		2008
	AR Filter	AG Filter	New AR Filter
Reflection level	65% vs 2006	100% vs 2006 + Diffusion	44% vs 2006
Clear picture	Good	-	Good
Reflection image	-	Good	Good

2008

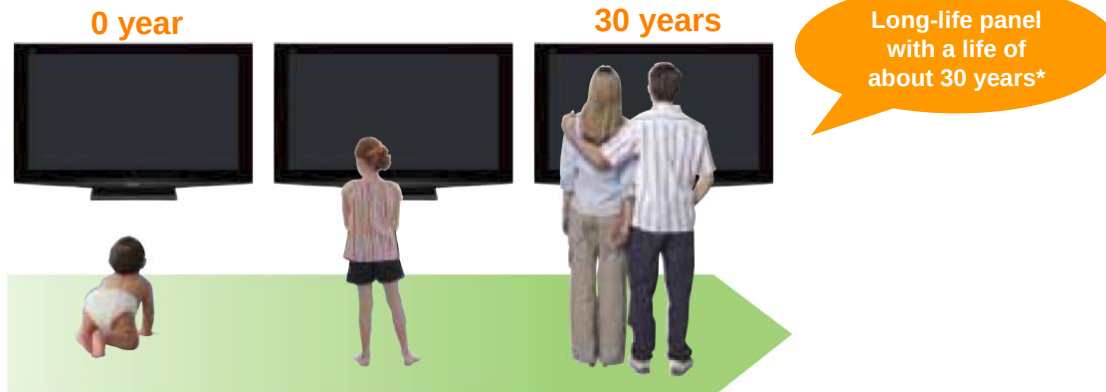
New AR Filter



LARGA VIDA EN SU PANEL CON 100,000-HORAS

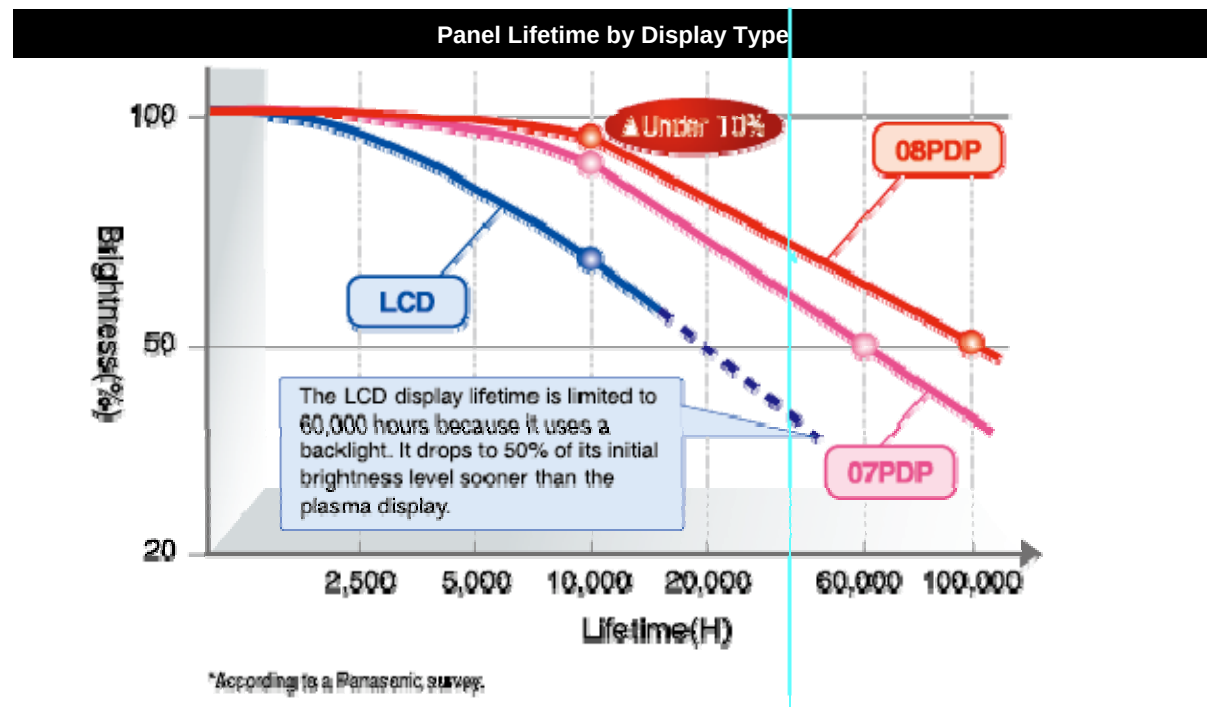
Pantallas de Viera Plasma pueden usarlos por 30 años o mas cuando se ve por 8 horas diaras.

100,000 Hours
Long-Life Panel



Here's Why

Los paneles de Plasma VIERA tienen una duración hasta s 100,000 hours. Esto es mas que 30 años cuando se ve por un periodo de 8 horas en un día antes de que el brillo de el panel disminuya a la mitad de su brillo.



CONECTIVIDAD

VIERA Link™

Multiples aparatos de AV pueden ser manejados con un solo control VIERA



Con grabador de DVD

- Graba ahora
- Descarga automaticas
- Advanced seamless GUI etc.



Con Blu-ray Disc™ Player

- Advanced seamless GUI
- Sistema Surround, Terminal optica pass-through(BD Home Theater System)



Con sistema de Teatro en casa

- Ajuste automatico
- Advanced seamless GUI



Con Videograbadora HD

- Vista con un boton
- Panel operacional en pantalla



**Not All 2008 VIERA Link™ features are compatible with all 2006/2007 EZ Sync™ products.

***Depending on the cable used, this function may not be possible. Panasonic HDMI cables are highly recommended.

VIERA CAST™

Motion Images and Other Internet Content Can Be Enjoyed

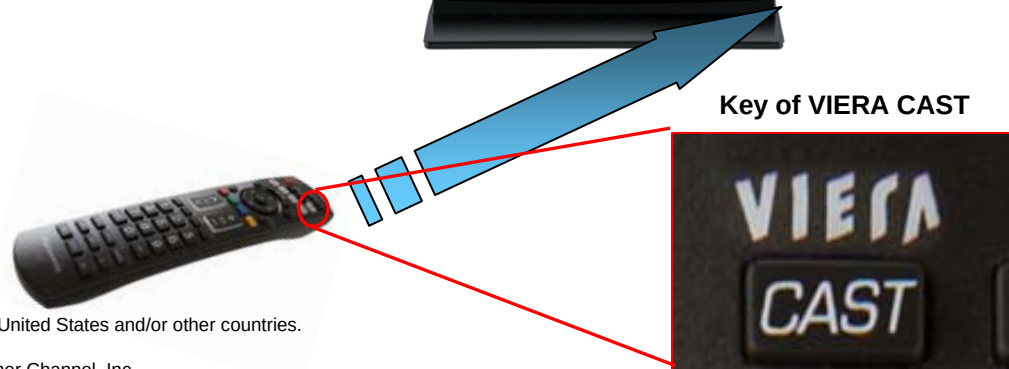
※ PZ850 series only

With VIERA CAST™ technology, you can enjoy online content such as video, photo, and news through an IP network.

Enjoy online videos and photos supported by Google's YouTube and Picasa Web Albums as well as news and weather through an easy-to-use web interface that's built into the TV —no extra equipment required!



Major content providers include:



Google, Picasa, Picasa Web Albums, and YouTube are trademarks of Google Inc. in the United States and/or other countries.
Bloomberg is registered trademark of Bloomberg L.P.
The Weather Channel and weather.com are U.S. federally registered marks of The Weather Channel, Inc.

Useful Terminals

Equipped with Advanced HDMI Connectors. Operation is Easy Too!

Four HDMI Terminals



PC Input

Equipped with a PC (RGB) signal input terminal, VIERA can connect with a personal computer and serve as a large-screen monitor for surfing the Internet. The D-sub 15-pin RGB terminal is set right on the front panel for easy connection of a laptop PC.



ECO ORIENTED

Pantallas Libre Plomo

Panasonic ha eliminado a su totalidad el Plomo y Mercurio en sus Pantallas

**LEAD FREE
DISPLAY**



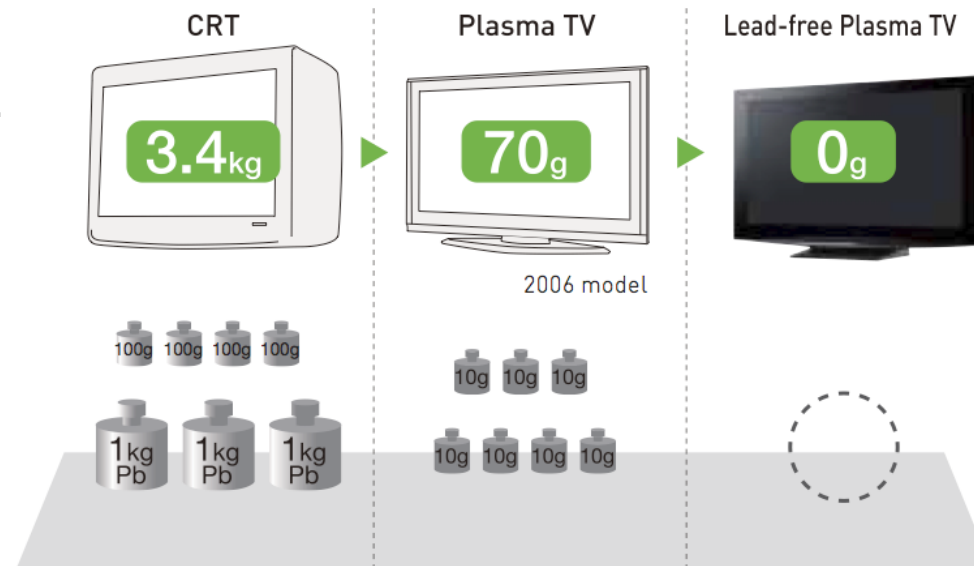
Here's Why

Todo los Panel del Plasma Viera están libres de Plomo y mercurio, reduciendo al impacto del desarrollo.

Panasonic is Eliminating RoHS Substance Usage

The six hazardous substances specified by RoHS are not used in plasma panel modules. Mercury (exemption from RoHS applied) is used in the backlights of LCDs.

Amount of lead in each display panel





SET TOP BOX

Servicios de DTV

1 Transmisión Terrestre

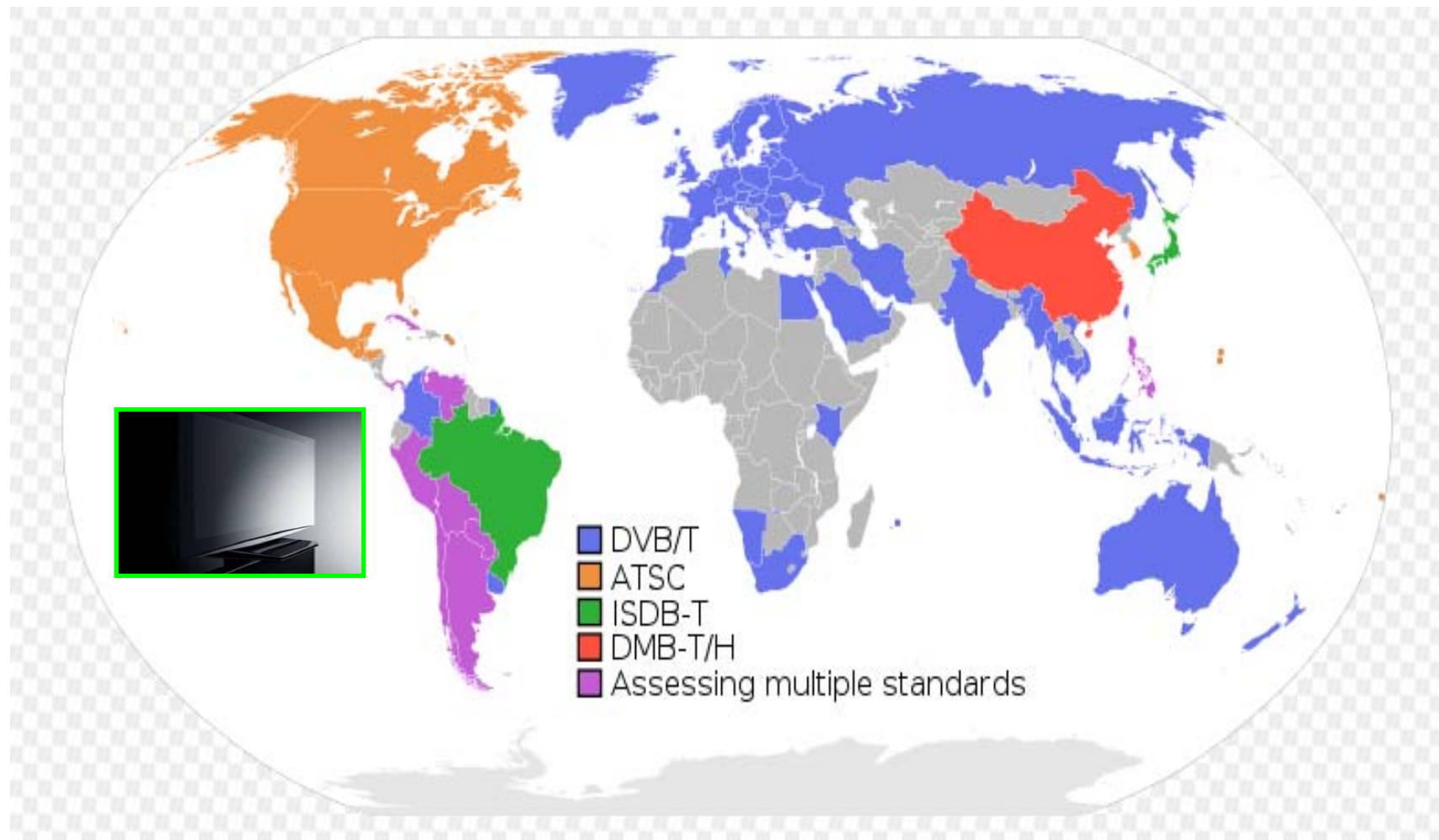
2 Servicios de Cable Digital

3 Servicios de TV Digital Satelital

4 TV Digital para Telefonía Movil

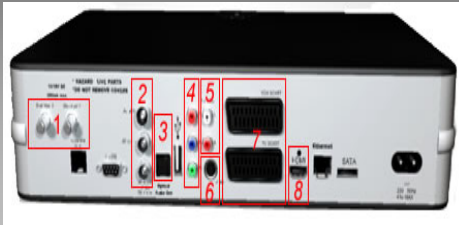


Distribución de DTV



¿Qué es Necesario para ver DTV?

TV Convencional Standard



Set Top Box

1. Adquirir Set Top Box Compatible con TV Standard



Proveedor de Cable

Set Top Box

1. Adquirir el servicio de cable incluye un Set Top Box para conectar al TV



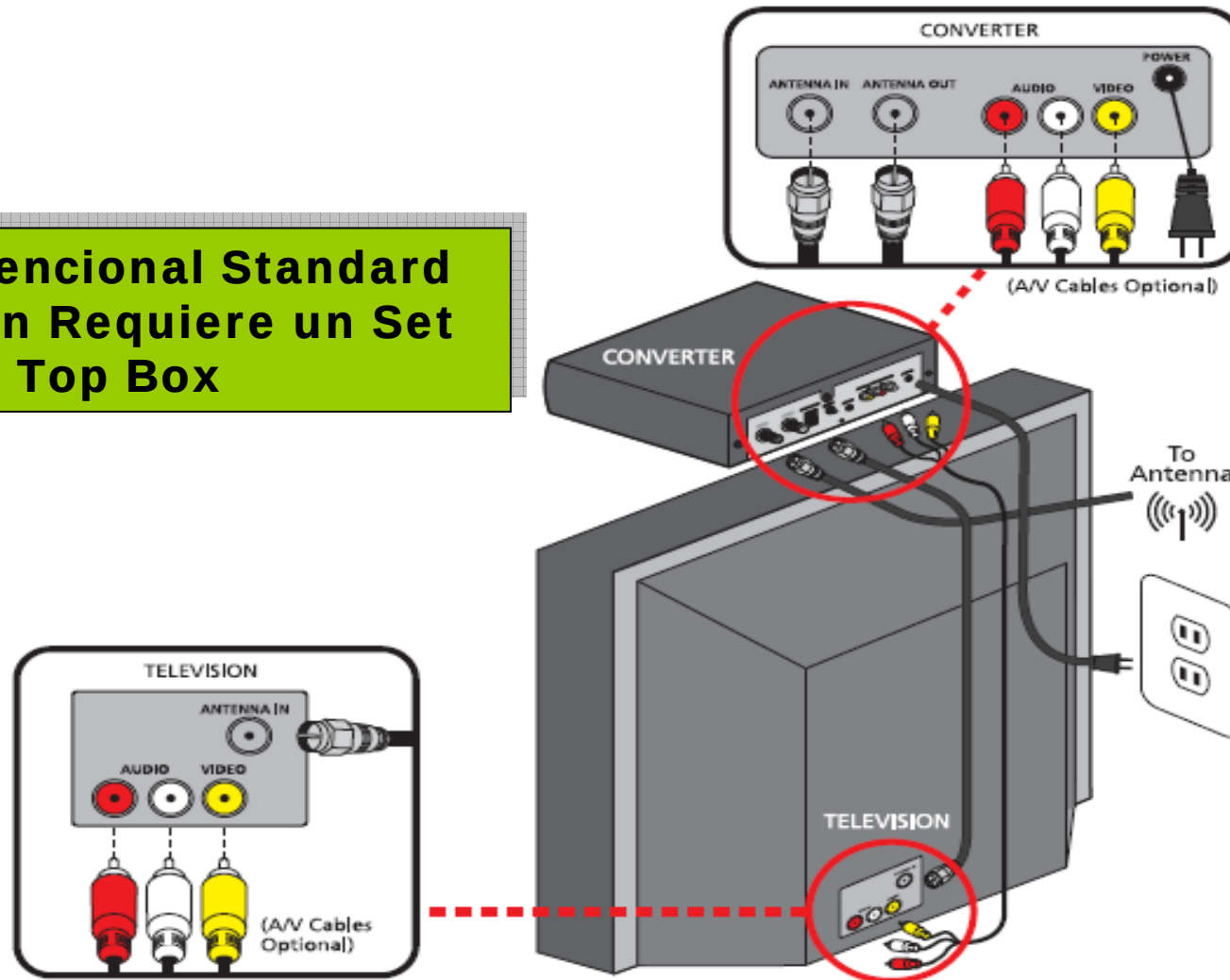
Comprar TV con Tuner Digital

HDTV con Tuner Digital Incorporado: Broadcast

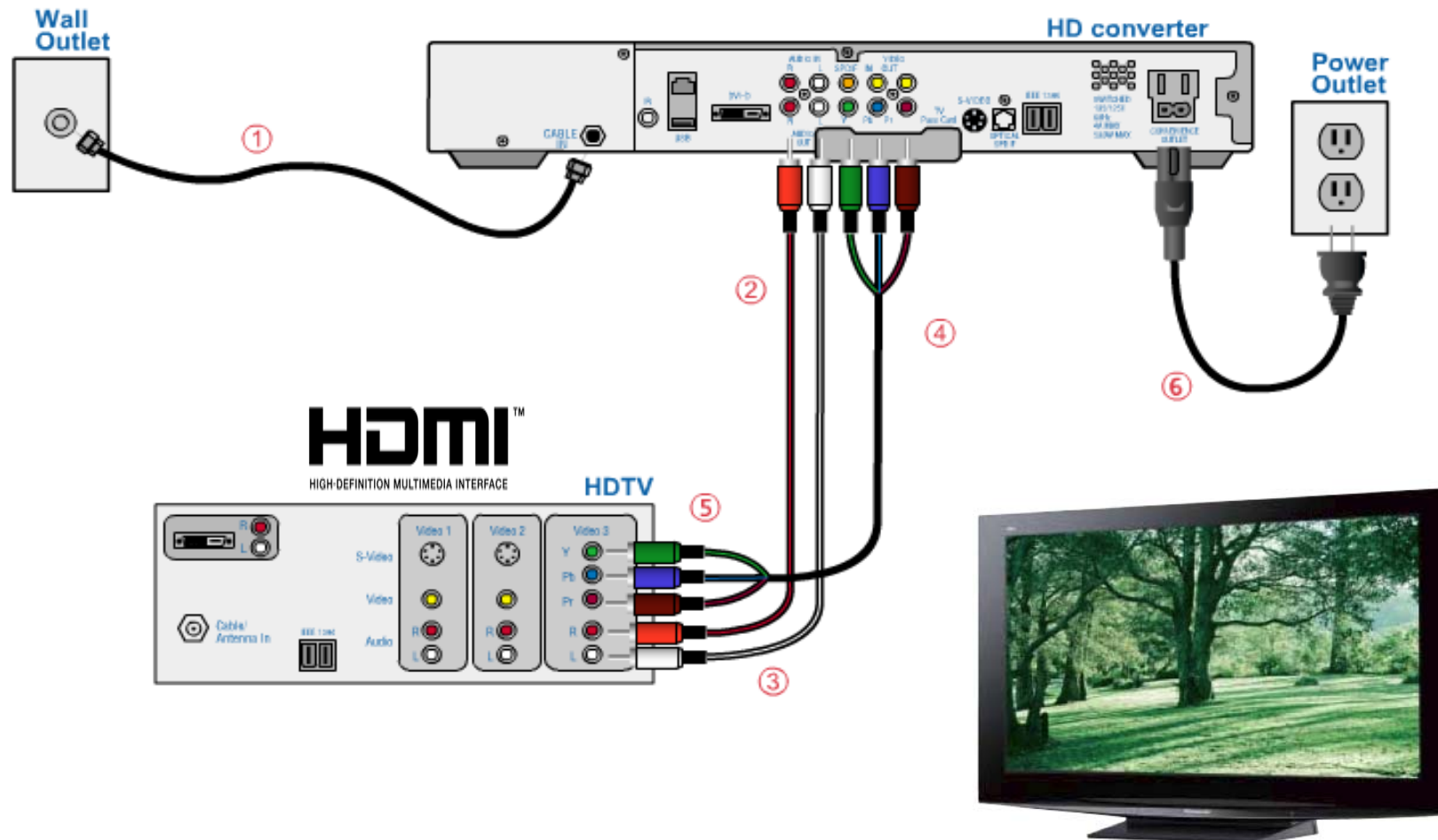


TV Estandar

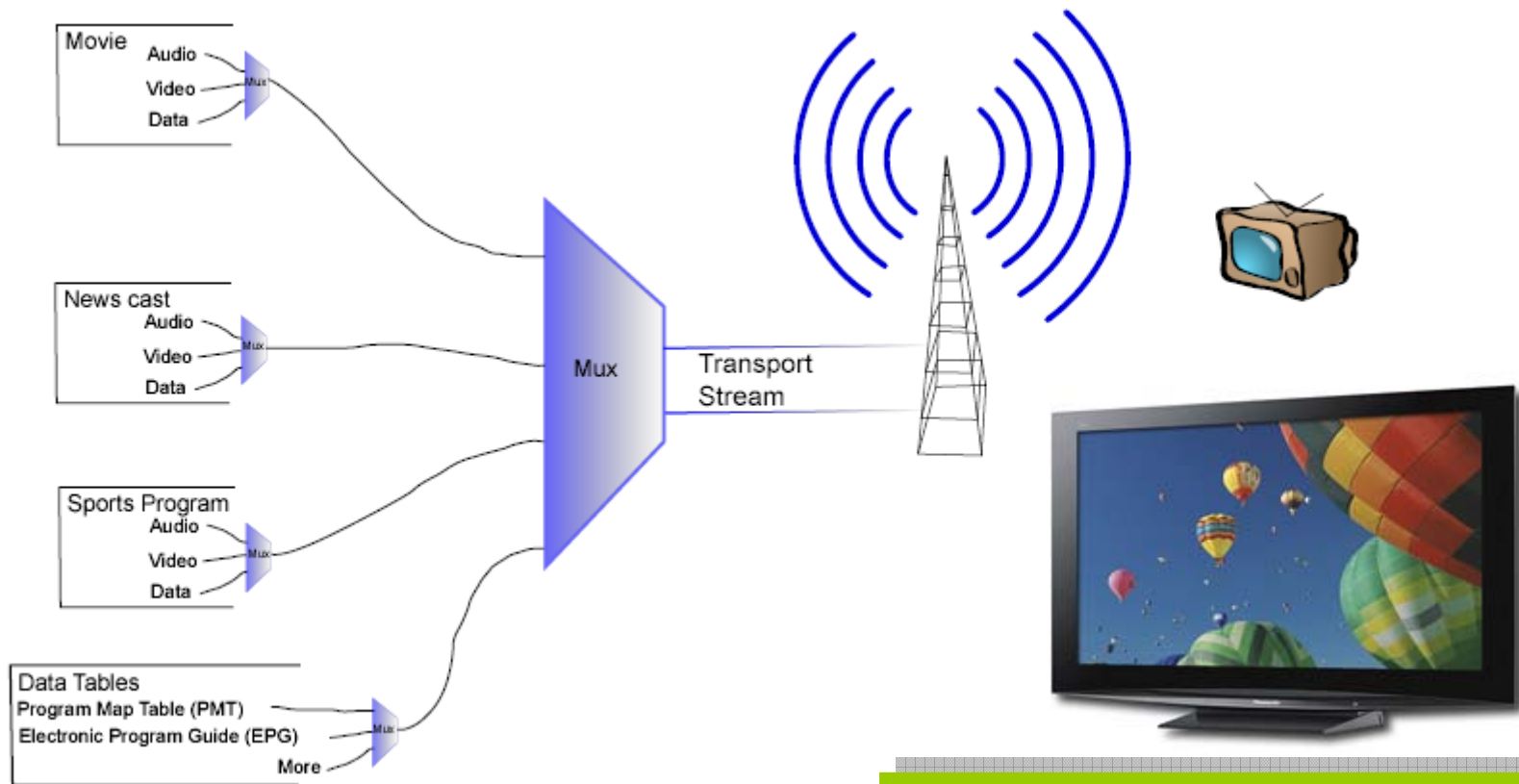
TV Convencional Standard Definition Requiere un Set Top Box



Proveedor de Cable



DTV TUNER



**HDTV con Tuner Digital
Incorporado**

Panasonic
ideas for life