

# Panasonic Expands Its 1080p Full-HD TV Lineup With Seven Models



Panasonic TH-65PZ750SK 65-inch plasma TV.

**Today Panasonic introduced seven new VIERA 1080p full high-definition TVs including six plasma TVs with screen size ranging from 42 inches diagonal to 65 inches and one LCD TV with 37 inches diagonal screen.**

The four high-end PZ750 plasma models will be the first TVs in the industry to offer access to video-on-demand (VoD) service of "acTVila" portal. The other models include two PZ70 plasma models and the LZ75 LCD TV. With the new additions, Panasonic offers a wide choice of 1080p full HD TVs from 37 inches up to 103 inches. The new models will be available from September 1 in Japan.

The PZ750 high-end plasma TV series include the 65-inch TH-65PZ750SK, 58-inch TH-58PZ750SK, 50-inch TH-50PZ750SK and 42-inch TH-42PZ750SK. They feature a newly-developed Full-HD PEAKS (Picture Enhancement Accelerator with Kinetic System) Plasma Panel. Offering a high moving-picture resolution of over 900 lines, a stunning 10,000:1 contrast and rich shades, the panel displays clear and vivid moving images. Panasonic's high-performance drivers and processors enable the panel to deliver meticulously detailed, true-to-life images so that viewers can almost feel the texture of the images on the screen.

The four new models not only offer digital broadcasts but also enable Internet-based entertainment. The new PZ750 plasma TVs offer an access to the "acTVila Video" VoD service available in Japan from September 1 this year. Just by pressing a button on the remote, viewers can directly access the popular portal site and enjoy movies, music videos, dramas and cartoons whenever they want. Supporting MPEG4-AVC/H.264 video compression codec, PZ750 Series can play HD video contents full-screen on the large screen.

The new VIERA TVs also offer connection beyond the living room. An industry's first, these four models can show video monitoring intercom system images. When linked with Panasonic's video intercom, the system automatically transmits video to the TV when someone is at the door. Viewers do not have to walk to the intercom to identify a visitor at the climax of a movie.

The PZ750 Series TVs have an SD/SDHC (SD High-Capacity) Memory Card slot that lets users view on large-screen TV, photos or AVCHD-based full-HD videos shot with a LUMIX digital still camera or SD Memory Card-based camcorder. Just by placing the card in the slot, it is ready for playing without a hassle of wiring.

As sound also plays an important role in movies or TV programs, the new TVs offer dynamic sounds. Each

TV of the PZ750 Series features six three-way speakers including two tweeters, squawkers and woofers. The speakers use Panasonic's "Nano Bass Exciter" sound reproduction method. By placing a porous carbon material in the loudspeaker cabinet, the method enables compact speakers in the flat-panel TVs to reproduce rich low sounds.

The new PZ70 Series plasma TVs, 50-inch TH-50PZ70 and 42-inch TH-42PZ70, feature the same Full-HD PEAKS Plasma technology as the PZ750 models. The two PZ70 models are accessible to the "acTVila Basic" service that provides an information service with texts and still pictures.

The new user-friendly VIERA plasma TVs are also friendly to the environment. Panasonic, who was the first manufacturer in the industry to eliminate lead from plasma panels, has also now achieved a long panel life of 100,000 hours. The new panel lasts 40,000 hours longer than other conventional Panasonic's panels.

The new 37-inch LCD TV, TH-37LZ75, features the Full-HD IPS Alpha Panel, offering consistently clear pictures even when viewed off-center. The panel displays crisp fast-moving images, with a moving-picture resolution of over 600 lines, thanks to the new Full-HD W Speed that achieves a refresh rate of 120 frames per second, twice as fast as the typical rate. The new Full-HD W Contrast AI also gives third-dimensional appearance to images with a high 7,000:1 contrast ratio.

All the VIERA TVs come with easy to use remote control, allowing single-remote operation of AV equipment linked to the TV with an HDMI cable.

Source: Panasonic

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