



## PRESS Release

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DLA-SH7NLG

### For Immediate Release

#### JVC ADDS NEW 4K PROJECTOR TO D-ILA LINEUP

*New DLA-SH7NLG Delivers 10 MegaPixel Images, Low Operating Costs*

**WAYNE, NJ (March 17, 2010)** – JVC Professional Products, division of JVC U.S.A., today announced the new, 10 MegaPixel DLA-SH7NLG, a 4K D-ILA projector incorporating three 1.27-inch 4K2K D-ILA display devices for high-quality imaging and dual ultra-high-pressure mercury lamps for 5,000 ANSI lumens of brightness. Combining superb definition and resolution with low-cost maintenance, the 4K2K D-ILA projector is available now and is ideal for planetariums, museums, simulators, and medical institutions, as well as high-spec design and monitoring facilities.

The new model joins the DLA-SH4K, which debuted in January 2008 as a 4K D-ILA projector and quickly drew high praise. Like its predecessor, the DLA-SH7NLG achieves ultra-high resolution of approximately 10 megapixels (4,096 x 2,400), which is five times the resolution of full HD, plus the projector has a stunning 10,000:1 native contrast ratio.

Notable features of the new DLA-SH7NLG include:

1. With approximately 10 megapixels of resolution, JVC's 4K2K D-ILA devices can simultaneously display two or four screens in WUXGA (1,920 x 1,200) resolution. Multi-screen projection is facilitated by four DVI (Dual-Link) input terminals supporting an array of PC input formats. The DLA-SH7NLG also offers a low latency mode for simulation environments.
2. True black quality with stunning 10,000:1 native contrast thanks to a wire-grid optical engine.
3. Dual 330W ultra-high-pressure mercury lamps, producing 5,000 lumens of brightness. In single lamp mode, the DLA-SH7NLG can automatically choose the lamp with less cumulative operating time for maintenance efficiency. This, plus the addition of a low-power mode, enable lamp life of approximately 3,000 hours, which is about double that of conventional projectors. Such features allow the DLA-SH7NLG to offer low running costs even under heavy professional use.
4. Elaborate design offers operational flexibility, including stacking two projectors to display 3D images or installation on a +/- 90-degree tilt. The DLA-SH7NLG only weighs about 110 pounds, excluding lens.
5. Three different lenses, including short-focus and telescopic models, are available for various projection environments.

The DLA-SH7NLG operates on normal AC 100-220V power and consumes less than 1.1 kW. Convergence can be adjusted to 1/10 pixel accuracy via GUI control, and three gamma tables are included. Six test patterns, including a crosshatch and color bars, enable image adjustment without external signal sources.

Projection configuration data is easily stored and uploaded from a USB memory device. The Ethernet-compatible DLA-SH7NLG can be configured via a PC Web browser, and multiple projectors are networkable for operation via a single PC. Plus, for improved maintenance, e-mails can be generated automatically to send lamp replacement reminders and error status notifications.

The DLA-SH7NLG has an MSRP of under \$150,000 plus lens and is available immediately. For further product information, visit JVC's Web site at <http://pro.jvc.com/visualization> or call Tom Stites at (770)844-4221.

**ABOUT JVC U.S.A.**

Headquartered in Wayne, New Jersey, JVC U.S.A. is a division of JVC Americas Corp., a wholly-owned subsidiary of Victor Company of Japan Ltd. JVC distributes a complete line of video and audio equipment for the consumer and professional markets.

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