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JVC Announces 25th Anniversary Limited Edition Laser Projector, And Free Firmware Upgrade for Current D-ILA Models

LONG BEACH, CA, September 28, 2022 – To commemorate the 25th anniversary of its renowned D-ILA imaging device, JVC today announced a limited edition projector with enhanced performance and special features. Also announced today is a free firmware upgrade for all current generation D-ILA projectors.

The new limited edition DLA-25LTD achieves a native contrast of 150,000:1 by using carefully selected D-ILA chips and optical devices. In addition, it has a special exterior design and other features to commemorate the anniversary. Just 20 of these special models will be offered in the United States.

Description	Model No.	Body Color	MSRP	Availability
D-ILA Projector	DLA-25LTD	Black	\$29,999.95	Dec/Mid.

The free firmware upgrade offers new features, improved performance and enhanced ease of operation for all current generation D-ILA projectors: DLA- NZ9, DLA-NZ8, DLA-NZ7, DLA-NP5, DLA-RS4100, DLA-RS3100, DLA-RS2100 and DLA-RS1100. This update will be released mid-November.

The D-ILA device, developed by JVC, is the company's unique version of LCOS (Liquid Crystal on Silicon), a reflective liquid crystal device for projectors. It is best known for having industry-leading black level and contrast, along with excellent color, high brightness and high resolution.

In 1997 JVC succeeded in developing the SXGA (1.3 million pixels) type, and in 2000 the company achieved 4K resolution. 0.7-inch full HD devices were developed in 2007. Furthermore, in 2016, JVC developed the world's smallest (at the time) 0.69-inch 4K device. The company's ongoing focus has been to achieve miniaturization and high contrast as a device for high-end projectors.

This year marks the 25th anniversary of the D-ILA device, and to commemorate this anniversary JVC offers the DLA-25LTD as a limited edition of 20 units in the United States with special specifications.

The DLA-25LTD features a silver center plate with a logo and serial number commemorating the 25th anniversary of D-ILA, and has been assembled from carefully selected parts to achieve an increased native contrast ratio of 150,000:1.

The firmware upgrade for all current generation D-ILA projectors includes improved Frame Adapt HDR picture performance, additional Frame Adapt picture modes, a new mode for Laser Dynamic Control with the laser light source on laser-equipped models, and "FILMMAKER MODE™", which faithfully reproduces the filmmaker's intentions, among other features to enhance the user's video experience and ease of use. The firmware update will be demonstrated at CEDIA Expo 2022 and will be available mid-November.

Current generation D-ILA projectors, which were released last year, have been highly acclaimed by enthusiasts seeking a high-quality home theater experience. All laser models benefit from a high definition 8K resolution display option via 8K e-shift, a high brightness laser light source, the latest 48Gbps HDMI connectivity supporting 8K/60 and 4K/120, and JVC's exclusive Frame Adapt HDR, the only Dynamic Tone Mapping solution in the premium projector category. It provides state-of-the-art picture quality along with the easiest operation for the end user.

In addition, since July 2022, D-ILA projectors have been manufactured at our factory in Yokosuka City, Kanagawa Prefecture, Japan. This is the birthplace of D-ILA, and is also where our D-ILA devices are produced.

DLA-25LTD Main Features

1. Native contrast of 150,000:1

Native contrast of 150,000:1 is achieved by combining carefully selected D-ILA devices and optical components.

2. 25th Anniversary Exclusive Exterior

To commemorate the 25th anniversary, a silver chrome-finished center plate is engraved with an exclusive logo and serial number. Also, the lens ring is anodized silver, exclusive to the limited edition model.

3. 25th Anniversary Special Opening Logo

The 25th anniversary commemorative logo is displayed when the projector is turned on.

4. 25th Anniversary Commemorative Plaque

A commemorative plaque containing a D-ILA element and engraved with a serial number will be presented separately.

5. 25th Anniversary Commemorative Jacket

A commemorative jacket embellished with a 25th anniversary D-ILA logo will be delivered separately.

6. Exclusive for JVC USA Customers: Professional Calibration Services by Kris Deering of Deep Dive AV

All DLA-25LTD projectors sold in the US will first be shipped to Kris Deering, one of the most respected calibrators in the industry, for custom calibration.

7. Five Year Warranty

JVC is proud to offer a 5-year parts & labor warranty on the DLA-25LTD.

Firmware Upgrade

1. Improvements to Frame Adapt HDR:

(a) New HDR level mode added to Frame Adapt HDR

In addition to the existing Auto mode, a new Auto (Wide) mode has been added to the HDR Quantizer setting, which places more emphasis on brightness. Users can enjoy more dynamic HDR images according to their preference.

(b) Two additional picture modes that can be adjusted based on Frame Adapt HDR

Two additional modes have been added to the popular Frame Adapt HDR picture mode for HDR10. The total of three modes enables memory for favorite settings according to various room/ambient light conditions.

2. New Laser Dynamic Control mode for laser models

Control was previously based on the average luminance of the entire scene. With the new mode, adjustment is based on peak luminance, resulting in images with increased dynamic range. In particular, the new mode improves reproduction of content such as stars twinkling in pitch blackness and nightscapes. In addition, even images with low peak luminance can be enjoyed with a greater sense of contrast.

3. FILMMAKER MODE™, a new picture quality mode that faithfully reproduces the filmmaker's intentions

FILMMAKER MODE™ was developed by the UHD Alliance, an organization of Hollywood movie studios, TV studios, content distributors, consumer electronics manufacturers, and device developers, with the aim of faithfully reproducing the filmmakers' intentions in the home. When using this mode, picture quality adjustment functions such as frame interpolation and noise

reduction are turned off, and the color temperature is set to D65 (6500K), allowing users to enjoy movies and documentaries with picture quality that is faithful to the original master.

4. Other Improvements

Additional Screens for Screen Adjustment mode

The latest screens, from top domestic and overseas manufacturers, have been added.

Outline of Firmware Upgrade

Firmware release date: Mid-November 2022

Applicable products: DLA-NZ9, DLA-NZ8, DLA-NZ7, DLA-NP5, DLA-RS4100, DLA-RS3100, DLA-RS2100, DLA-RS1100.

Description: Firmware "Version 2.00" (free of charge) for the applicable products.

How to upgrade: Download the file from the support site on our website below to upgrade the firmware.

Support site URL: <https://www.jvc.com/global/support/>

Notes on firmware upgrade

Please confirm the following items before updating the firmware:

- This firmware update is intended for users whose current firmware is "Ver.1.24 ** or earlier".
- After updating the firmware, it is not possible to revert to the previous version. Also, each setting item will be reset to the factory defaults. Please execute the firmware update only if you need the new functions.
- Please refer to the support page (download site) for details.

About JVCKENWOOD USA Corporation

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