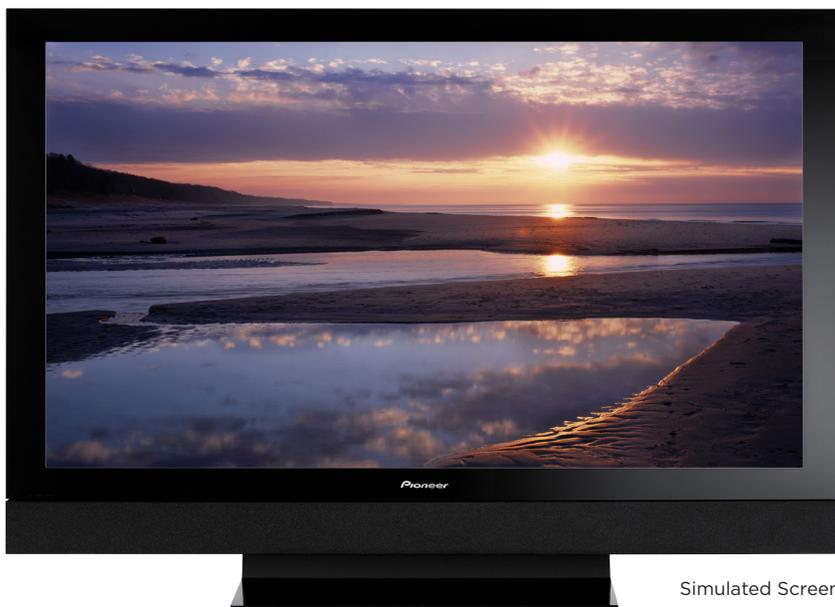


ENTER THE NEXT GENERATION OF PIONEER KURO™, WHERE A PICTURE IS WORTH MORE THAN A THOUSAND WORDS. AWAKEN YOUR SENSES AND DISCOVER THERE IS MORE TO THIS TELEVISION THAN MEETS THE EYE. DEEPER BLACK LEVELS THAT PAVE THE WAY TO BREATHTAKING DETAIL, ADDED DIMENSION AND MORE VIBRANT COLOR ARE JUST THE BEGINNING.

- › High-Definition 1080p Resolution (1920 x 1080p)
- › 50" Diagonal Class / 16:9 Wide-Screen Aspect Ratio (49.85" Screen)
- › New Deeper Intense Blacks for Unmatched Contrast (5x Previous Generation)
- › New Thinner Cosmetic Design
- › New Home Media Gallery Home Network Connectivity
- › 4 Independent HDMI® 1.3 Inputs
- › Anti-Reflective Filter
- › Subwoofer Output



Simulated Screen

KURO TECHNOLOGY

- › Exclusive cell structure with crystal emissive layer for a more intense black with added detail
- › **Improved** filter for enhanced contrast in bright environments
- › **Improved** ASIC video processing and scaling for the ultimate in Standard-Definition and High-Definition video performance
- › Detachable bottom speaker with fully integrated digital amplifier for pristine clarity and accuracy of sound

KURO FEATURES

- › **New, Improved** Optimum Mode. Automatically analyzes and adjusts audio and video settings according to specific room light conditions and type of light and color. Program content is also monitored and finely adjusted so movies, sports and news are all faithfully reproduced. Includes OSD with status.
- › Smooth Film mode to eliminate motion judder in 3:2 Pulldown (60Hz) providing natural even playback of content created by film
- › 4 Independent HDMI 1.3 inputs with HDMI-CEC control and the ability to accept 1080p 24/60Hz signal
- › Room Light Sensor for automatic picture adjustment
- › Standard 3:2 (60Hz) and Advanced PureCinema with 3:3 Pulldown (72Hz) for accurate playback of film content
- › Fully Integrated ATSC and NTSC Tuner with Clear QAM
- › V-Chip Parental Control
- › Remote Control - Glow in the dark / Preset Mode

PICTURE SETTINGS

- › A/V Selection Memory - 7 options for viewing preferences: Optimum / Dynamic / Performance / Movie / Sports / Game / Standard (PC input: only for Standard)
- › Aspect Ratio Control - 9 positions: Auto* / Full / "Dot by Dot" / Zoom* / Cinema* / 4:3 / Wide* (only for SD) / Wide1* (only for HD) / Wide2* (only for HD)
*Except PC signal
- › Advanced Picture-in-Picture (4 positions), Picture-side-Picture (3 positions) and Still Picture capability
- › After-Image Reduction Function
 - Orbiter (Off / Mode 1 / Mode 2)
 - Auto Size (Off/ Natural / Wide-Zoom)
 - Side Mask Detection (Mode 1 - for black side masks / Mode 2 - for black & illustrated side masks)
 - Side Mask Brightness Sync (Fixed / Auto)
 - Video Pattern (White Bar)
- › Game Control Preference (AV Selection: only Game) (Off / On)
- › Room Light Sensor (Off / Mode 1 / Mode 2)

VIDEO PROCESSING TECHNOLOGY

- › Picture Detail Settings* - DRE Picture, Black Level, ACL, Enhancer Mode, Gamma and CTI
*No menu items for these functions
- › Noise Reduction Settings* - 3 DNR, Field NR, Block NR, Mosquito NR
*No menu items for these functions
- › Tuner Noise Reduction (Off / On for each channel)

HOME MEDIA GALLERY

- › IP Network Compatibility Designed to DLNA Guidelines: Enables a link with a networked PC to share content via Ethernet connection, including movies (even HD movie content), music and photos.
- › Microsoft PlaysForSure™ Protected Content: No-hassle playback of Microsoft PlaysForSure audio or video content downloaded from the web and stored on personal computers, via an existing home network system.²
- › Supported Formats:
 - Video: WMV9, MPEG1, MPEG2-PS, MPEG2-TS, MPEG4 (SP/ASP), MPEG4 (H.264/AVC)
 - Audio: WMA9, MP3, Linear PCM (WAV), HE-AAC, MPEG-4 AAC
 - Photos: JPG, PNG, GIF, TIFF, BMP

VIDEO & AUDIO CONNECTIVITY

- | | |
|---|--|
| <ul style="list-style-type: none"> › Inputs - 4 Independent HDMI 1.3 (1 side, 3 rear) (w/PC support, 2 w/ analog audio) - 1 Component - 3 Composite - 1 S-Video - Antenna - USB (Mass Storage Class) - LAN (10/100 Base-T Ethernet) - PC | <ul style="list-style-type: none"> › Outputs - Optical Digital Audio (Dolby Digital/PCM) - Audio LR - Subwoofer - SR - Headphone |
|---|--|

SOUND TECHNOLOGY

- › **Improved** 18-Watt Stereo Digital Amplifier w/2-Way Stereo Speakers
- › SRS® WOW HD / SRS FOCUS / SRS TruBass / SRS Definition®

UPC

- › 012562887098

INTEGRATED TECHNOLOGIES



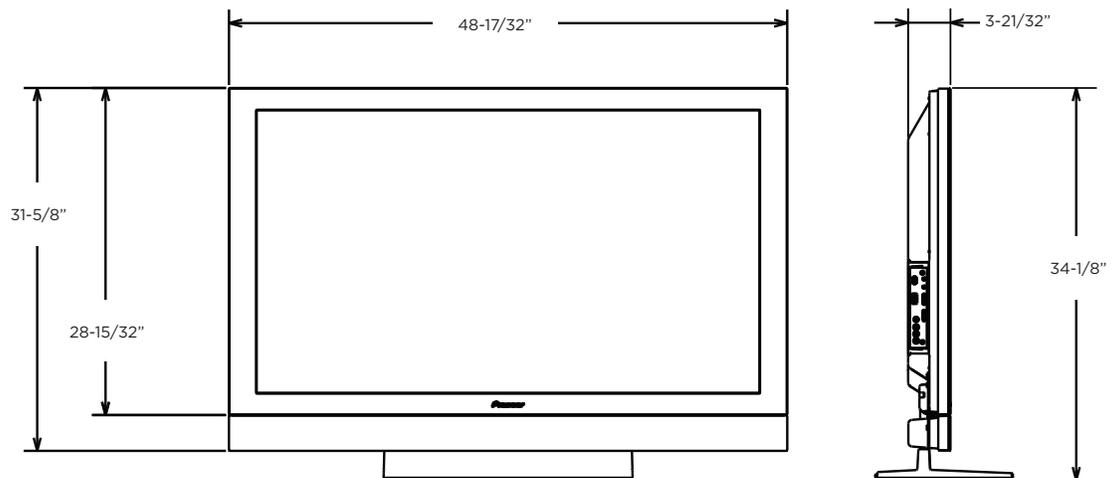
CARTON DIMENSIONS

- › (W x H x D): 52-7/8" x 20" x 38-3/8"
- › Weight: 114 lbs.

PRODUCT DIMENSIONS

- › Panel (W x H x D): 48-17/32" x 28-15/32" x 3-21/32"
- › Panel w/Speaker (W x H x D): 48-17/32" x 31-5/8" x 3-21/32"
- › Panel Weight: 74 lbs. 1 oz.
- › Panel Weight w/Speaker and Stand: 86 lbs.

Specifications and design subject to modification without notice.



High-Definition Television (HDTV): HDTV refers to a complete product/system with the following minimum performance attributes:

- Receiver: Receives ATSC terrestrial digital transmissions and decodes all ATSC Table 3 video formats.
- Display Scanning Format: Has active vertical scanning lines of 720 progressive (720p), 1080 interlaced (1080i) or higher.
- Aspect Ratio: Capable of displaying a 16:9 image.
- Audio: Receives and reproduces, and/or outputs Dolby Digital audio (Consumer Electronics Association, August 2000).

Plasma Display Systems display images consisting of hundreds of thousands of minute pixels (light emitting cells), and there is a possibility that some pixels may be inactive, flashing or continually illuminated.

Plasma Display Systems are made of glass; be sure to secure it from damage from impact. Plasma Display Systems, while in use, may generate some functional sounds, for example: fan motor noise, and electrical circuit humming/glass panel buzzing.

All phosphor-based display systems (CRT Television Systems—both direct view and projection televisions—as well as plasma display systems) may develop image retention, sometimes called burn-in if permanent. Recommended guidelines are as follows:

- Do not display still images for long periods (such as fixed images from PC or TV game equipment, and/or time of day indicator or channel logo display).
- Do not display content in the 4:3 aspect ratio (black or gray bars on left and right side of content) or letter-box content (black bars above and below of content) for extended periods of time, or use

either of these viewing modes repeatedly within a short period of time. This Plasma Display System is equipped with multiple wide-screen viewing modes; use one of these screen modes to fill the entire screen with content.

Displaying dark images after displaying still images for a period of time may cause image retention. In most cases, the image retention can be corrected by displaying bright images for a similar period of time. However, if your Plasma Display System displays still images for additional long periods of time, image retention may be irreparable.

Plasma Display Systems emit slight amounts of IR (Infrared) emission through luminous discharge technology. This IR emission is not harmful to living organisms, but may interfere with the operation of remote controls for other equipment, or cause static in equipment using IR signals (such as cordless headphones or cordless microphones).

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