

THE HIGHEST EXPRESSION OF SIGHT AND SOUND COMES ONLY FROM A PASSION FOR ACCURACY. THE NEW ELITE KURO 1080P PLASMA TELEVISION IS A TESTAMENT TO THAT PASSION AND THE RESULT IS THE MOST REMARKABLE HIGH-DEFINITION EXPERIENCE AVAILABLE TODAY.

- › High-Definition 1080p Resolution (1920 x 1080p)
- › 50" Diagonal / 16:9 Wide-Screen Aspect Ratio
- › 1080 Progressive Image Reproduction with ability to accept 480i / 480p / 720p / 1080i / and TRUE 1080p 24fps signals
- › Deep, Intense Blacks for Unmatched Contrast
- › Ability to Fine-tune Multiple Picture & Video Settings
- › 4 Independent HDMI® Inputs
- › Home Media Gallery¹
- › Anti-glare / Reflective Filter
- › Subwoofer Output



Simulated Screen

ELITE PLASMA TECHNOLOGY

- › **New** cell structure with improved crystal emissive layer redesigned for a more intense black with added detail
- › **New** filter with enhanced contrast in bright environments
- › **New** ASIC video processing and scaling for the ultimate in Standard Definition and High-Definition video performance
- › **New** detachable side speakers with integrated digital amplifier for improved clarity and accuracy of sound

ELITE PLASMA FEATURES

- › **New** Optimum Video Mode with optical light sensor for automated adjustment of picture in both varying light conditions and by program content such as movies, news, sports, etc.
- › **New** Pure Cinema Smooth Film Motion mode to eliminate motion jitter in 3:2 Pulldown (60Hz) providing natural even playback of content created on film
- › **New** 4 Independent HDMI 1.3 inputs with HDMI-CEC control and the ability to accept 1080p 24/60Hz signal
- › **New** Room Light Sensor
- › Advanced PureCinema with 3:3 Pulldown (72Hz) for accurate playback of film content
- › Fully integrated ATSC and Dual NTSC Tuners with CableCARD™ Slot
- ⓔ Home Media Gallery – offering a multimedia experience to enjoy movies, music and photos through an existing home network
- ⓔ ISFccc Calibration Ready for professional customization of plasma picture according to personal preferences for contrast, tint, color as well as room conditions for both day and nighttime viewing. Includes:
 - **New** Independent Gamma Control (R / G / B) for heightened color calibration
- › V-Chip Parental Control
- › TV Guide On Screen® Interactive Program Guide (ver. 9)¹
- ⓔ Remote Control – Illuminated / Preset Mode / Learning Mode
- ⓔ Exclusive ELITE Feature

ELITE PICTURE SETTINGS

- ⓔ A/V Selection Memory – 9 options for viewing preferences: **Optimum** / Dynamic / Standard / PURE / Movie / Game / User / ISF-Day / ISF-Night (PC input: only Standard & User)
 - › Aspect Ratio Control – 6 positions: Wide / Zoom / Cinema / Full / 4:3 / “Dot by Dot”
- ⓔ Advanced Picture-in-Picture (4 positions), Picture-side-Picture for use with Home Media Gallery & Broadcast (3 positions) and Still Picture capability
 - › After-Image Reduction Function
 - Seamless Orbiter (Off / On)
 - Auto Size (Off / Natural / Wide-Zoom)
 - Side Mask Detection (Off / On)
 - Side Mask Brightness (Fixed / Auto)
 - Video Pattern (White Bar)
 - Game Control Preference (AV Selection only) (Off / On)
 - › Fine Tune Setting for ultimate picture control of color temperature, noise reduction and color management
- ⓔ Intelligent Mode (Off / On)
 - › **New** Room Light Sensor (Off / On)

HOME MEDIA GALLERY

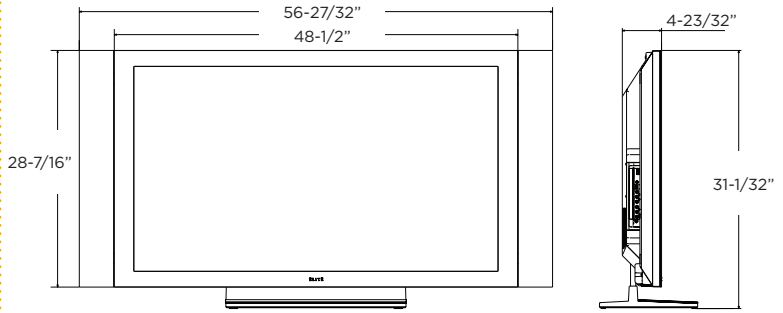
- › IP Network Compatibility Designed to DLNA Guidelines: Enables a link with a networked PC to share content via Ethernet connection, including movies (even HD movie content), music and photos.
- › Microsoft PlaysForSure™ Protected Content: No-hassle playback of Microsoft PlaysForSure audio or video 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, MPEG-ASP
 - Audio: LPCM, MP3, WMA, WMA9 PRO, AC3, AAC, WAV
 - Photos: JPG, TIF, PNG, BMP, GIF

ELITE VIDEO PROCESSING TECHNOLOGY

- ▶ Picture Detail Settings – DRE (Off / High / Mid / Low), Black Level (Off / On), ACL (Off / On), Enhance Mode (1 / 2 / 3) and Gamma (1 / 2 / 3)
- E**▶ Color Temperature Adjustment – 5 settings (High / Mid-High / Mid / Mid-Low / Low)
- E**▶ Color Temperature Manual Adjustment
- E**▶ Color Management
- E**▶ Color Space (1 / 2)
 - ▶ 3 Digital Noise Reduction – 3 settings (High / Mid / Low)
 - ▶ Field Noise Reduction (Off / High / Mid / Low)
- E**▶ MPEG Noise Reduction
 - ▶ Block Noise Reduction Effect
- E**▶ Block Noise Reduction Activation (Off / On)
- E**▶ Mosquito Noise Reduction Effect
- E**▶ Mosquito Noise Reduction (Off / On)
 - ▶ Tuner Noise Reduction
- E**▶ 3 DYC (1 / 2 / 3)
- E**▶ I-P Mode
 - ▶ Digital CTI – Color Transient Improver (On / Off)
 - ▶ Natural Resize
 - ▶ Natural Enhancer
 - ▶ Digital Chroma Decoder (10-bit)

ELITE VIDEO & AUDIO CONNECTIVITY

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



SOUND TECHNOLOGY

- ▶ **New** 17 Watt Stereo Digital Amplifier w/TruBass 2-Way Stereo Speakers
- ▶ SRS® WOW / FOCUS / TruBass Surround Sound Audio

CARTON DIMENSIONS

- ▶ (W x H x D): 53" x 36-1/16" x 20"
- ▶ Weight: 124.3 lbs.

UPC

- ▶ 012562864976

PRODUCT DIMENSIONS

- ▶ Panel (W x H x D): 48-1/2" x 28-7/16" x 4-23/32"
- ▶ Panel w/Speakers (W x H x D): 56-27/32" x 28-7/16" x 4-23/32"
- ▶ Panel Weight: 85.5 lbs.
- ▶ Panel Weight w/Speakers and Stand: 99.4 lbs.

INTEGRATED TECHNOLOGIES



As an optional service through an Elite dealer (for a fee), you can have a trained ISF professional calibrate the plasma using the built-in ISFccc feature.

¹ The TV Guide On Screen interactive program guide provides listings for cable-ready, cable box, and digital cable services as well as over-the-air broadcast. It does not provide listings for satellite.

² Previously existing or new home network, Microsoft Windows® XP, and Microsoft Windows® Media Connect software (Free for licensed users of Microsoft Windows® operating system through Windows® Updates) required for all Home Media Gallery features. For best results use wired connection.

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), 1,080 interlaced (1,080i) 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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