

PRO-1540HD

60-Inch High-Definition PureVision™ Plasma Television

- › High Definition Resolution (1,365 x 768)
- › 60" Diagonal / 16:9 Wide-Screen Aspect Ratio
- › Improved Panel Efficiency
- › Detachable Side Speakers
- › Independent HDMI Inputs with the ability to accept a 1080p/24Hz signal



Simulated Screen



PANEL TECHNOLOGY

- › **Redesigned Deep Encased Cell Structure** to improve brightness, image accuracy and panel efficiency
- ⓔ **New Exclusive First-Surface PRO Color Filter** for enhanced contrast, color and reduction in light reflection on screen
- › **Crystal Emissive Layer** for deeper blacks and increased brightness of images
- › **New and Improved Red and Blue Phosphors** creating a brighter, purer and wider color space, improving the overall HD experience
- › **Wide Viewing Angle** of 160° - horizontal and vertical with no color shift or picture distortion

VIDEO PROCESSING TECHNOLOGY

- › **Pure Drive II Signal Processing** - Full time 10-bit Digital Video Processing delivers a low noise, high contrast, natural colored image
 - **ACE IV** (Advanced Continuous Emission) for reproduction of billions of colors and improved grey-scale rendering in dark picture areas
- ⓔ - **Active DRE** (Dynamic Range Expander) detail settings for adjusting dynamic contrast, black level, ACL (Automatic Contrast Limiter) and Gamma
- ⓔ - **New Intelligent DRE** (Dynamic Range Expander) works in tandem with Active DRE settings to further optimize picture for the best image quality possible (on/off)

- **Advanced Pure Cinema** with 3:3 pull down so that film-based material on DVD, videotape or even regular TV will match the smooth and natural reproduction seen in a movie theater
- ⓔ - **Intelligent Color Enhancement** adjusts picture for realistic depiction of hues and detail such as skin tones
- ⓔ - **New Selectable Color Zone Mapping** based on NTSC or EBU standards
- ⓔ - **Color Temperature Adjustment** - 5 settings (high/mid-high/mid/mid-low/low), plus advanced manual adjustability of RGB High and RGB Low
- ⓔ - **Color Management System** - Independent R/Y/G/C/B/M
- **Digital Noise Reduction** - 4 Settings (off/high/mid/low)
- **MPEG Noise Reduction** - 4 Settings (off/high/mid/low)
- ⓔ - **New Block Noise Reduction** - for improved clarity of fast moving objects on screen
- **Digital CTI** - Color Transient Improver (on/off)
- **Natural Resize**
- **Natural Enhancer**
- **Digital Chroma Decoder**

ⓔ Exclusive ELITE Feature

CONVENIENCE FEATURES

- ⓔ **ISFccc Calibration Ready** for professional customization of plasma picture according to personal preferences for contrast, tint, color as well as room conditions for day and nighttime viewing. Includes *new* independent RGB Gamma Control.*
- › **Fully Integrated Media Receiver with Dual NTSC and ATSC Tuner with CableCARD™ Interface**
- › **Independent HDMI Inputs (10-bit Processing) with the Ability to Accept a 1080p/24Hz Signal**
- › **TV Guide On Screen® Interactive Program Guide** for easy navigation of TV program services**
- › **A/V Selection Memory** - 6 options for viewing preferences (Standard/Dynamic/PURE/Movie/Game/User) & ISF-Day/ISF-Night after professional custom calibration
- › **Aspect Ratio Control** - 6 positions (Wide/Zoom/Cinema/Full/4:3/"Dot by Dot" for PC only)
- ⓔ **Home Media Gallery** offering a multimedia experience to enjoy movies, music and photos through an existing home network***
- › **Split Screen/Picture in Picture** display modes to view multiple sources at one time
- › **V-Chip Parental Control**
- › **New Illuminated Remote Control** with preset/learning

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VERSATILE VIDEO AND AUDIO CONNECTIVITY

- › **Inputs**
 - Independent Dual HDMI
 - Component – RGB HV (2 rear/1 side)
 - Composite (2 rear/ 1 side)
 - S-Video (2 rear)
 - SR (in/out)
 - RS-232C
 - LAN (10/100Base-T) – Ethernet
 - USB (Mass Storage Class)
 - PC
- › **Outputs:**
 - Speakers (left/right)
 - SR+ Output

HOME MEDIA GALLERY

- › **IP Network Compatibility Designed to DLNA Guidelines:** Enables a link with a networked PC to share content, including movies (even HD movies), 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.***
- › **Supported Formats:**
 - Video: WMV9, MPEG1, MPEG2-PS, MPEG2-TS, MPEG-ASP
 - Audio: LPCM, MP3, WMA, WMA9 PRO, AC3, AAC, WAV
 - Photo: JPG, TIFF, PNG, BMP, GIF

SOUND TECHNOLOGY

- › 13 Watt Stereo Amplifier With TruBass 2-Way Stereo Speakers
- › SRS®/WOW/FOCUS Surround Sound Audio
- › Bass Boost Loudness

OTHER

- › Table Top Stand - Included
- › Detachable Side Speakers - Included
- › Flat Wall Mount – Optional

CARTON DIMENSIONS

- › **Plasma**
 - W x H x D: 61-3/4" x 39-1/4" x 16-1/2"
 - Weight: TBD
- › **Stand**
 - W x H x D: 22-3/4" x 7-1/2" x 43-1/4"

UPC

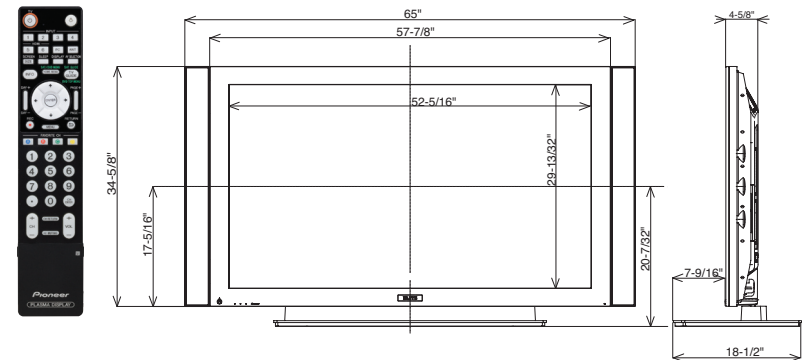
- › 12562829609

INTEGRATED TECHNOLOGIES



PRODUCT DIMENSIONS

- › Display (W x H x D): 57-7/8" x 34-5/8" x 4-5/8" - No Speakers
- › Display Weight: 113 lbs. 3 oz.



Specifications and design subject to modification without notice.

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