

THE NEW LINE OF PIONEER ELITE KURO™ 1080P TELEVISIONS OFFERS AN UNEQUALED ENTERTAINMENT EXPERIENCE. INDUSTRY-LEADING BLACK LEVELS HAVE SURPASSED THE PREVIOUS GENERATION FOR A PRISTINE PICTURE WITH RICHER COLORS, INCREDIBLE DETAIL AND THE ADDED DIMENSION SYNONYMOUS WITH THE KURO NAME.

- › High-Definition 1080p Resolution (1920 x 1080p)
- › 50" Diagonal Class / 16:9 Wide-Screen Aspect Ratio (49.85" Screen)
- › 1080 Progressive Image Reproduction with ability to accept 480i / 480p / 720p / 1080i / and TRUE 1080p 24fps signals
- › New Deeper, Intense Blacks for Unmatched Contrast (5x Previous Generation)
- › New Thinner Cosmetic Design with Elegant Acrylic Bezel
- › Ability to Fine-tune Multiple Picture & Video Settings
- › 4 Independent HDMI® 1.3 Inputs
- › Home Media Gallery Home Network Connectivity
- › Anti-reflective Filter
- › Subwoofer Output



Simulated Screen

## ELITE KURO TECHNOLOGY

- › Exclusive cell structure with crystal emissive layer for a more intense black with added detail
- ⓔ Improved Elite Color 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 side speakers with fully integrated digital amplifier for pristine clarity and accuracy of sound

## ELITE KURO FEATURES

- › **New, Improved** Optimum Mode. Automatically analyses 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.
- › **New** External Color Sensor
- › Room Light Sensor for automatic picture adjustment
- › PureCinema Smooth Film Motion mode to eliminate motion jitter in 3:2 Pulldown (60Hz) providing natural even playback of content created on film
- › 4 Independent HDMI 1.3 inputs with HDMI-CEC control and the ability to accept 1080p 24/60Hz signal
- › 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
- › Home Media Gallery - offering a multimedia experience to enjoy movies, music and photos through an existing home network or USB memory device
- ⓔ 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:
  - Independent Gamma Control (R / G / B) for heightened color calibration
- › V-Chip Parental Control
- ⓔ Remote Control - Illuminated / Preset Mode / Learning Mode
- › **New** Advanced Redesigned GUI

ⓔ Exclusive ELITE Feature

## ELITE PICTURE SETTINGS

- ⓔ A/V Selection Memory - 10 options for viewing preferences: Optimum / Performance / Sports / Movie / PURE / Game / Standard / ISF-Day / ISF-Night / ISF-Auto (PC input: only 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 for use with Home Media Gallery & Broadcast 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)
- › Fine Tune Setting for ultimate picture control of color temperature, noise reduction and color management
- ⓔ Intelligent Mode (Off / Mode 1 / Mode 2)
- › Room Light Sensor & New External Color Sensor (Off / Mode 1 / Mode 2)

## HOME MEDIA GALLERY

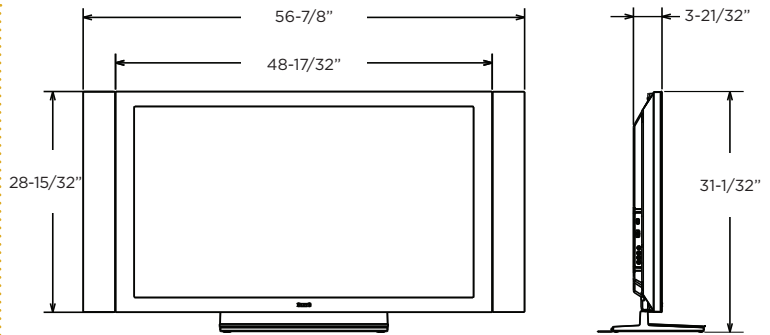
- › IP Network Compatibility Designed to DLNA Guidelines: Enables a link with a networked PC to share content via Ethernet connection, including movies (even HD movie content), music and photos.
- › Microsoft PlaysForSure™ Protected Content: No-hassle playback of Microsoft PlaysForSure audio or video content downloaded from the web and stored on personal computers, via an existing home network system!
- › 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

### ELITE VIDEO PROCESSING TECHNOLOGY

- ▶ Picture Detail Settings\* – DRE Picture (Off / High / Mid / Low), Black Level (Off / On), ACL (Off / On), Enhancer Mode (1 / 2 / 3), Gamma (1 / 2 / 3)
- ▶ Color Temperature Adjustment – 5 settings (High / Mid-High / Mid / Mid-Low / Low)
- ▶ Color Temperature Manual Adjustment
- ▶ Color Management
- ▶ Color Space (1 / 2)
  - ▶ Noise Reduction Settings – 3 DNR (Off / High / Mid / Low), Field NR (Off / High / Mid / Low), Block NR (Off / On), Mosquito NR (Off / On), Tuner NR (Off / On – for each channel)
- ▶ 3 DYC (Off / High / Mid / Low)
- ▶ I-P Mode (1 / 2 / 3)
  - ▶ CTI – Color Transient Improver (On / Off)

### ELITE VIDEO & AUDIO CONNECTIVITY

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

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

### CARTON DIMENSIONS

- ▶ (W x H x D): 52-7/8" x 38-3/8" x 20"
- ▶ Weight: 115 lbs. 1 oz.

### UPC

- ▶ 012562887111

### PRODUCT DIMENSIONS

- ▶ Panel (W x H x D): 48-17/32" x 28-15/32" x 3-21/32"
- ▶ Panel w/Speakers (W x H x D): 56-7/8" x 28-15/32" x 3-21/32"
- ▶ Panel Weight: 74 lbs. 5 oz.
- ▶ Panel Weight w/ Speakers, Stand and Color Sensor: 88 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.

<sup>1</sup> Previously existing or new home network, Microsoft® XP, and Microsoft Windows Vista, and Windows Media Player 11 (or Windows Media Connect software) required for all home network and Home Media Gallery features. 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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