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\* Based on market data from the NPD Group for consumer plasma displays during the period 9/04 - 2/06.

Footnotes:

1. Maximum, in scenes with low brightness.
2. A TV's projected life is the time it takes for the display to create an image that's only half as bright as when the TV was new.
3. Allows display of JPEG still images that are compliant with DCF specifications.

een size.

5. CableCARD is a trademark of CableTelevision Laboratories, Inc. Contact your local cable company for information regarding the availability and costs of CableCARD related services.
6. To use this function, you have to connect your TV to a cable TV system providing this service to you or to an over-the-air TV antenna where such service is available. If you find you are not receiving program information, please contact Panasonic Customer Service to confirm that your TV is set up correctly and that data is available in your area. If you use a set-top box, the built-in TV Guide feature of the TV will not be functional. The TV Guide feature of this product does not provide listings for programming delivered by satellite services.

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7. Optional over-the-air antenna is required for ATSC reception.

SD logo is a trademark.

"Dolby" and the "double-D" symbol are registered trademarks of Dolby Laboratories.

DLP® and the DLP logo are registered trademarks of Texas Instruments.

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All pictures simulated.  
Design and specifications subject to change without notice.

PRELIMINARY

**Panasonic ideas for life**

**Panasonic ideas for life**

## 60 SERIES LCD HDTV

*The wonders of DTV.  
Anywhere in the house.*



### **TC-32LX60 TC-26LX60 LCD HDTV**

- Panasonic LCD AI for Real Black Expression
- IPS Panel for Wide Viewing Angle
- Max. 1,800:1 Contrast Ratio
- Built-in ATSC/NTSC tuners
- HDAVI Control
- Slim & Compact Design
- 2-way, 2-speakers



**TC-32LX60**  
32" diagonal LCD HDTV



**TC-26LX60**  
32" diagonal LCD HDTV



### **TC-23LX60 LCD TV**

- Panasonic LCD AI for Real Black Expression
- IPS Panel for Wide Viewing Angle
- Max. 1,800:1 Contrast Ratio
- Built-in NTSC tuner
- HDAVI Control
- Slim & Compact Design
- 2-way, 2-speakers

*Entertainment that  
goes a step beyond.*

Panasonic

HDTV

Panasonic

**TC-32LX600  
TC-26LX600**

**LCD HDTV**

- Panasonic LCD AI for Real Black Expression
- IPS PLUS Panel for Wide Viewing Angle
- Max. 1,800:1 Contrast Ratio
- Advanced Management
- HDAVI Control
- Slim & Compact Design
- 2-way, 2-speakers



**TC-32LX600**  
32" diagonal LCD HDTV



**TC-26LX600**  
26" diagonal LCD HDTV



**ACTIVE LIGHT CONTROL SYSTEM AND ACTIVE CONTRAST/GAMMA CONTROL SYSTEM**

*In scenes with dark images, Panasonic LCD TVs reproduce crisp, deep black tones without over-emphasizing the bright tones.*

The Panasonic LCD AI incorporates two new technologies- the Active Light Control System and Active Contrast/Gamma Control System - which adjust backlight brightness and contrast so that each scene has fantastic contrast and detail. Flowers look vivid and natural, and landscapes are remarkably bright and true to life.



**SCENE-ADAPTIVE BACKLIGHT CONTROL**

Bright scenes are sharp and easy to see. Dark scenes benefit from deep, crisp black tones. This circuitry automatically detects the input signal brightness level and adjusts the backlight accordingly in real-time.

**Conventional Backlight Control**



Due to light leakage, the dark scene has a hazy brightness.

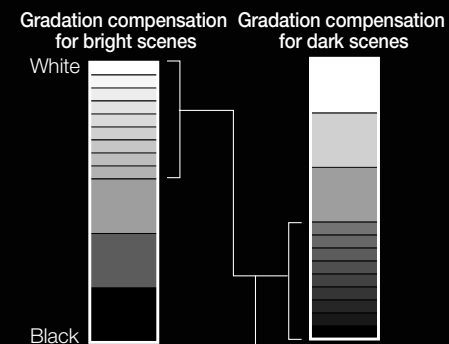
**Active Light Control**



With no light leakage, crisp blacks are reproduced.

**SCENE-ADAPTIVE CONTRAST AND GAMMA CORRECTION**

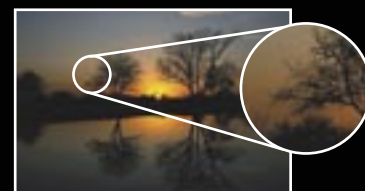
Active Contrast Control detects the input signal brightness level and increases contrast by dynamically extending the output luminance signal. Active Gamma Control then boosts gradation in the luminance areas with the most image elements. The result is great detail, depth and realism.



Equivalent to 1,024 shades in luminance areas with the most image elements



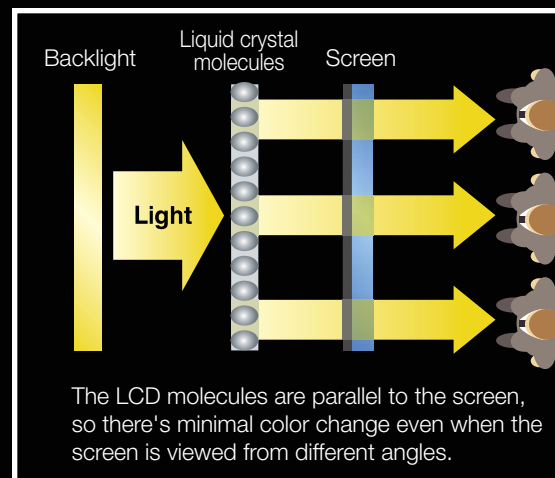
Sharp gradation in white areas



Fine nuancing between blacks is clearly expressed

**ASSURES SUPERB VIEWING, EVEN AT AN ANGLE**

The wide viewing angle provided by the In Plane Switching (IPS) LCD panel lets viewers enjoy an extraordinary picture from the left, right, above or below. Colors are clear and vivid even when the screen is viewed from a sharp angle. With Panasonic, it's easy for everyone in the room to enjoy the show.



The LCD molecules are parallel to the screen, so there's minimal color change even when the screen is viewed from different angles.

**HDAVI CONTROL**

*A smart new way to enjoy the world of high-quality home theater.*

Now you can enjoy the beautiful sounds and pictures of high-quality home theater equipment without all the messy, unsightly cables. With HDMI, a single cable carries the video, audio and control signals between two compatible 2006 Panasonic digital components. By using Panasonic HDAVI-Control compatible components, you can turn on the power for your entire home theater with a single remote control button, and begin playback immediately. Operating your Panasonic DVD recorder is easy, too. You can use the same remote controller you use with your home theater. When you select Play on the recorder, the TV's video input automatically switches itself for DVD playback.





	TC-32LX600	TC-26LX600	TC-32LX60	TC-26LX60	TC-23LX60
<b>VIDEO</b>					
Screen Size Diagonal (inches)	32	26	32	26	23
Aspect Ratio	16:9	16:9	16:9	16:9	16:9
Panel	IPS PLUS (WXGA)	IPS PLUS (WXGA)	IPS (WXGA)	IPS (WXGA)	IPS (WXGA)
Number of Pixels	1,049,088 (1366 x 768)	1,049,088 (1366 x 768)	1,049,088 (1366 x 768)	1,049,088 (1366 x 768)	1,049,088 (1366 x 768)
Contrast Ratio	Max. 1,800:1	Max. 1,800:1	Max. 1,800:1	Max. 1,800:1	Max. 1,800:1
Brightness (Panel)	500 cd/m <sup>2</sup>	500 cd/m <sup>2</sup>	500 cd/m <sup>2</sup>	500 cd/m <sup>2</sup>	450 cd/m <sup>2</sup>
Moving Picture Response Speed	8 msec.	8 msec.	8 msec.	8 msec.	Under 16 msec.
Viewing Angle	178°	178°	178°	178°	178°
Motion Adaptive 3D Y/C Digital Comb Filter	Y	Y	Y	Y	Y
HDTV Display Capability (1080i, 720p)	Y	Y	Y	Y	Y
EDTV Display Capability (480p)	Y	Y	Y	Y	Y
Aspect Control	Normal, Zoom, Full, Just	Normal, Zoom, Full, Just	Normal, Zoom, Full, Just	Normal, Zoom, Full, Just	Normal, Zoom, Full, Just
Progressive Scan	Y	Y	Y	Y	Y
New Advanced LCD AI	Y	Y	Y	Y	Y
3D Color Management (Vivid Mode)	Y	Y	-	-	-
Sub-Pixel Controller	Y	Y	-	-	-
<b>AUDIO</b>					
Speakers	Full-range x 2 (L,R)	Full-range x 2 (L,R)	Full-range x 2 (L,R)	Full-range x 2 (L,R)	Full-range x 2 (L,R)
Number of Speakers	2	2	2	2	2
Audio Output	20W (10% THD) 4 ohms, 90Hz - 20kHz	20W (10% THD) 4 ohms, 90Hz - 20kHz	20W (10% THD) 4 ohms, 90Hz - 20kHz	20W (10% THD) 4 ohms, 90Hz - 20kHz	8W (10% THD) 8ohms 90Hz - 20kHz
Surround Sound	Y	Y	Y	Y	Y
<b>JACKS</b>					
Integrated ATSC Tuner <sup>o</sup>	Y	Y	Y	Y	-
HDMI Input	2	2	1	1	1

	TC-32LX600	TC-26LX600	TC-32LX60	TC-26LX60	TC-23LX60
<b>JACKS</b>					
Composite Video Input	3	3	3	3	2
S-Video Input	2	2	2	2	2
Audio Input (for Video)	3	3	3	3	2
Component Video Input (Y, P <sub>B</sub> , P <sub>R</sub> )	1	1	1	1	1
Audio Input (for Component Video)	1	1	1	1	1
Composite Video Output	1	1	1	1	1
Audio Output	1	1	1	1	1
Digital Audio Output (Optical)	1	1	1	1	1
Headphone Jack	1	1	1	1	1
<b>CONVENIENCE</b>					
Trilingual Menu (English/Spanish/French)	Y	Y	Y	Y	Y
V-Chip Program Lock Out	Y	Y	Y	Y	Y
Built-In Closed Caption Decoder	Y	Y	Y	Y	Y
Sleep Off Timers	Y	Y	Y	Y	Y
Video Input Label	Y	Y	Y	Y	Y
<b>GENERAL</b>					
Power Supply	AC 120 V, 60Hz	AC 120 V, 60Hz	AC 120 V, 60Hz	AC 120 V, 60Hz	AC 120 V, 60Hz
Power Consumption	126W	113W	126W	113W	78W
Energy Star	Y	Y	Y	Y	Y
Receiving System	ATSC/NTSC	ATSC/NTSC	ATSC/NTSC	ATSC/NTSC	NTSC
Dimensions - H x W x D (inches)(with stand)	24.2 x 31.1 x 11.8	20.7 x 25.9 x 11.8	24.2 x 31.1 x 11.8	20.7 x 25.9 x 11.8	17.8 x 22.2 x 10.2
Dimensions - H x W x D (inches)(w/o stand)	22.2 x 31.1 x 4.6	18.6 x 25.9 x 4.6	22.2 x 31.1 x 4.6	18.6 x 25.9 x 4.6	16.2 x 22.2 x 4.7
Unit Weight (lbs)	43.0	36.4	43.0	36.4	24.3
Swivel Angle	±20°	±20°	±20°	±20°	±20°
Tilt Angle	N/A	N/A	N/A	N/A	5°/10°
VESA Compatible	Y	Y	Y	Y	Y