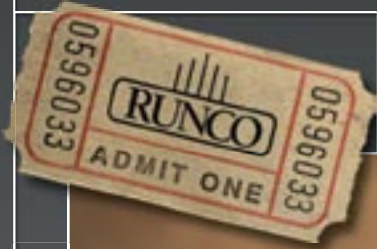


PLASMA

# CINEMAWALL™ CW-50MC

RUNCO INTERNATIONAL  
FLAT PANEL DISPLAY MONITORS



CinemaWall™

ADVANCED VIVIX™ PROCESSING  
OUTSTANDING BRIGHTNESS AND CONTRAST  
SUPERB PICTURE QUALITY



The World's Finest Home Theater Products™

**R**unco incorporates its acclaimed Vivix™ processing onto a modular card for the first time with the new CW-50MC plasma monitor. This controller card contains all of the video processing circuitry required for superb image reproduction on this flat panel display.

Additionally, several significant improvements have been engineered into the Vivix processing circuitry. Orthogonal line processing and deinterlacing have been incorporated, and a sophisticated video decoder is used that compensates for time-base errors commonly found in analog sources such as video tape. These new orthogonal algorithms result in substantial refinement of processed images and the new decoder produces deeply saturated colors, excellent contrast, high brightness and low black levels, without the artifacts associated with ordinary processing.

Darkened scenes are further enhanced by Active Grayscale Rendering that provides for smoother transitions from dark to light, resulting in richly detailed textures even in shadowy scenes. Contrast is also boosted in high ambient light conditions by the use of a newly developed full screen filter that attenuates light reflections.

The CW-50MC has a native resolution of 1280 x 768 to accommodate all HDTV sources with ease. Spectacular picture performance can be viewed at an angle as wide as 160 degrees from the chassis, which measures under 4½ inches deep. The CW-50MC is available with a wall-mount or a table top stand.



**THE WORLD'S FINEST  
HOME THEATER PRODUCTS™**

Runco International®

2900 Faber Street, Union City, CA 94587  
Tel: 510-324-7777 • Fax: 510-324-9300

[www.runco.com](http://www.runco.com)

#### FEATURES:

- 1280 x 768 HDTV resolution with 16:9 aspect ratio
- Designed for custom automation control with RS-232C and IR interfaces
- Accepts all DTV formats
- Multiple aspect ratio control
- Less than 4½ inches thin
- Digital 480P input via DVI w/HDCP
- Advanced Vivix™ modular controller with orthogonal processing

#### SPECIFICATIONS:

<b>Native Resolution:</b>	1280 x 768
<b>Screen Size:</b>	50 in. (diagonal)
<b>Screen Aspect Ratio:</b>	16:9
<b>Available Aspect Ratios:</b>	4:3, Letterbox, 16:9 Anamorphic, VirtualWide
<b>Image Area (W x H):</b>	43 1/4 in. (1099 mm) x 24 1/2 in. (622.30 mm)
<b>DTV Compatibility:</b>	480p, 720p, 1080i
<b>Contrast Ratio:</b>	1000:1
<b>Data/Graphics Capability:</b>	640 x 400 to 1600 x 1200
<b>Inputs:</b>	(1) Composite Video, (1) S-Video, (1) RCA Component Video, (1) RGB/Component Video (via BNC), (1) RGB 15 pin, (1) DVI w/HDCP, (1) RS-232C, (1) I/R, (5) Stereo Audio—single mini jack

<b>Outputs:</b>	(1) I/R, (1) RGB 15 pin
<b>Power Requirements:</b>	100-120 VAC, 50/60 Hz
<b>Power Consumption:</b>	400W
<b>Operating Environment:</b>	32°–104° F (0°–40°C), 20–80% Humidity (non-condensing)
<b>Dimensions:</b>	Width: 49 1/4 in. (1251 mm) Depth: 4 3/8 in. (111.13 mm) Height: 30 1/8 in. (765.20 mm) Weight: 96 lbs. (44.0 kg)
<b>Regulatory Approvals:</b>	FCC

<b>Limited Warranty:</b>	(3) Three years parts and labor (not including plasma glass panel) from the date of delivery to the end user. (1) One year parts and labor on the plasma glass panel from the date of delivery to the end user.
--------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------



*All Vivix™ processing is located on a modular controller card.*

