

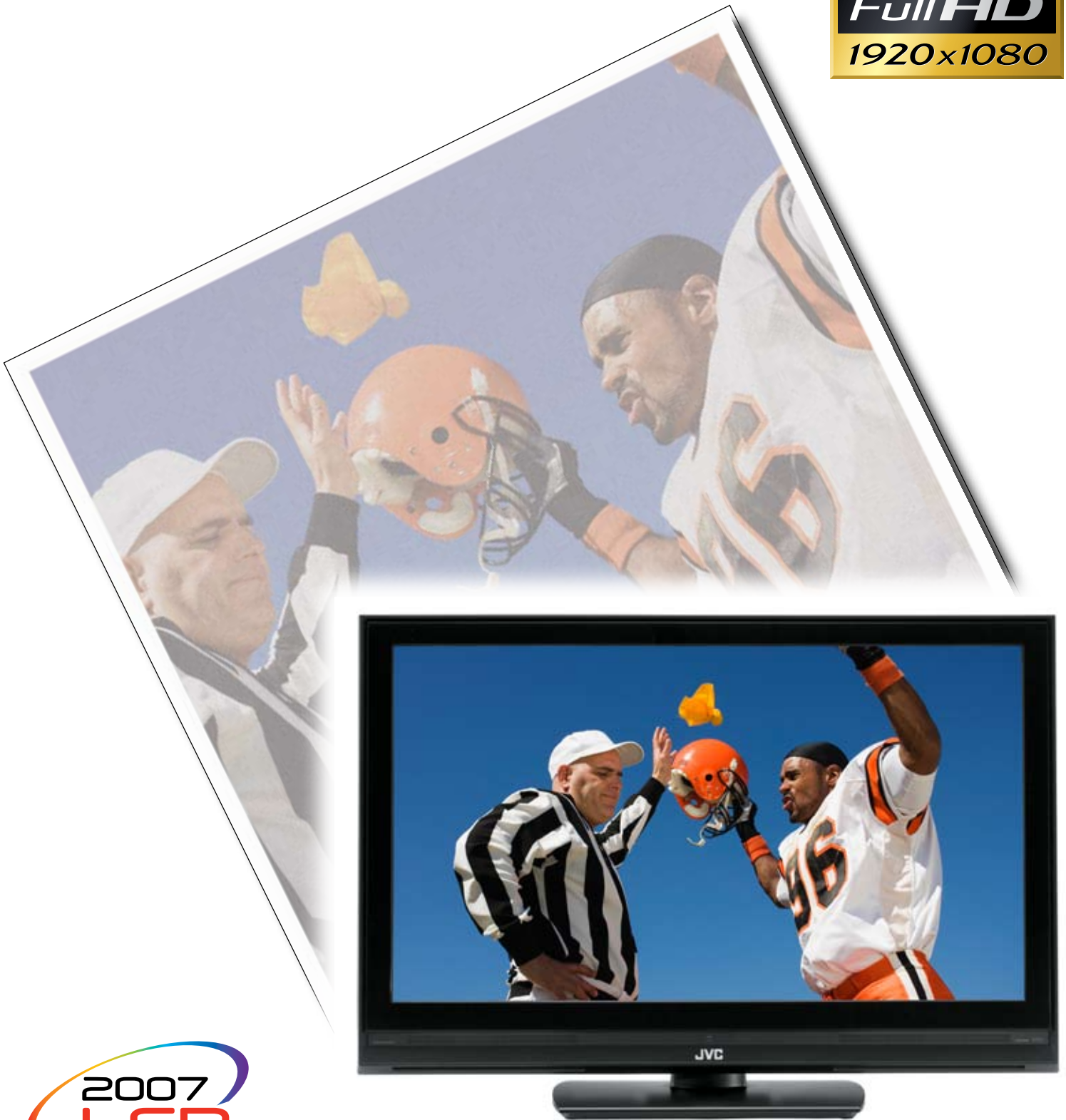
# JVC®

The Perfect Experience / —  
/

## LT-37X688

Full HD 1080p LCD Television

**Full HD**  
1920x1080



2007  
**LCD**  
GENESSA

Experience Resolution that Rivals Reality™ only from JVC Full HD 1080p

• **37 Inch Widescreen (1920x1080) Full HD LCD** – This 1080p panel features the highest available resolution for a picture with over 2 million dots.

• **No Hassle HD Picture** – The ATSC/Digital Cable input makes connecting to an HD signal a breeze. A built-in ATSC tuner allows you to receive over-the-air digital terrestrial broadcasts. The Clear QAM tuner allows you to receive unscrambled Digital Cable signals.

• **Dual HDMI v1.3 Inputs** – the latest version of the HDMI specification allows for the seamless connection of Blu-ray Disc and HD-DVD players with 1080p outputs.



• **32bit GENESSA Image Processor w/D.I.S.T. 1080p** – The D.I.S.T. engine (Digital Image Scaling Technology) is a unique I/P scaler that upconverts all signals to display at 1080p. JVC's GENESSA, a dedicated 32bit turbo powered CPU, combines all of our core image processing circuits together in a

single chip that allows for faster communication between circuits, including:

- ✓ Motion Adaptive Dynamic Gamma Correction;
- ✓ MPEG Noise Suppression;
- ✓ 3D Y/C Digital Comb Filter w/Digital VNR;
- ✓ Black Level Expansion;
- ✓ Natural Cinema (3-2 Pull Down); and
- ✓ 5 Point Color Management System (CMS) –



JVC color is superior thanks to GENESSA's advanced CMS. Only JVC compensates for 5 points of color range limitations to insure colors are reproduced with dimension and vivid detail — colors are always true and never tainted by surrounding or similar colors.

• **Sound Features** –

- ✓ 20 Watts Total Audio Power
- ✓ Twin Oblique Cone Speakers
- ✓ Advanced Hyper Surround
- ✓ Volume Limit/Turn On Volume
- ✓ Smart Sound

**Notes & Disclaimers**

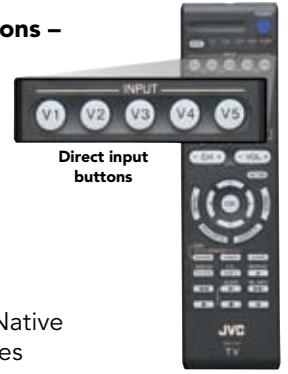
- Model accepts 480i, 480p, 720p, 1080i and 1080p signals and displays at 1080p.
- Dolby and the double-D symbol are registered trademarks of Dolby Laboratories.
- HDMI is a trademark of HDMI Licensing L.L.C.
- All images on this sheet are simulated to show effect.
- "JVC" is the trademark of Victor Company of Japan, Limited.

• **Inputs & Outputs** –

- ✓ 2 HDMI (v.1.3) w/HDCP Digital Video Inputs
- ✓ 1 Smart Video Input
- ✓ 2 Component Video Inputs
- ✓ 1 S-Video & 3 AV Inputs (1 side set)
- ✓ 1 AV Output
- ✓ 1 Optical Digital Audio Output
- ✓ 1 Fixed Audio Output

• **New Universal Remote w/5 Device Operation & Direct Video Input Buttons** –

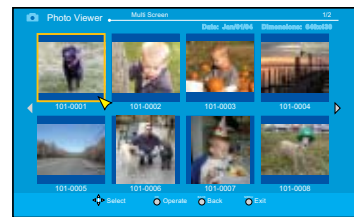
includes Audio Mode for Receiver, Amp, or HTIB. Operates Cable/DBS/DVR w/EPG. Plus operates Menu, Play/Stop/FF/Rew/Record



RM-C1450

• **User Convenience Features** –

- ✓ New Menu System
- ✓ 4 Video Status Modes (Standard/ Game/Theater/Dynamic)
- ✓ 9 Video Aspect Modes with Full Native
- ✓ Auto Demo Mode for Key Features
- ✓ VESA Compliant (200 x 200)
- ✓ ENERGY STAR® Compliant
- ✓ New USB Photo Viewer



Treat the family to a high resolution slide show of your photos by connecting your JVC Everio camcorder or other compatible USB storage device (See instruction book for compatibility.)

**Specifications**

**LT-37X688** — 37" Widescreen Full HD LCD Television

**Picture Features**

- ✓ 1300:1 Contrast Ratio
- ✓ 5msec Response Rate
- ✓ 500cd/m<sup>2</sup> Brightness
- ✓ 176° Viewing Angle

**Specifications of LCD with base attached**

Dimensions (WxHxD) in.: 36 1/4 x 25 3/4 x 9 1/8  
 Dimensions (WxHxD) mm: 919 x 652 x 230  
 Weight (lbs/kg.): 42.9 / 19.5

**Specifications of LCD (no base)**

Dimensions (WxHxD) in.: 36 1/4 x 23 7/8 x 4 3/8  
 Dimensions (WxHxD) mm: 919 x 604 x 108  
 Weight (lbs/kg.): 40.3 / 18.3

\*Specifications are tentative and subject to change without notice.



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