

New 42-Inch Pioneer Plasma Display

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Pioneer Electronics (USA) Inc. announced today the expansion of its family of commercial-use plasma displays, with the PDP-424MV enhanced definition plasma display. This new plasma joins the high definition PureVision PDP-614MX (61"), PDP-504CMX (50") and PDP-434CMX (43") plasmas, offering commercial users another option for their digital signage, boardroom and other business applications. With the addition of the PDP-424MV, Pioneer has a plasma display solution for any business application or budget.

"The PDP-424MV fills an important place in the public display market, adding to Pioneer's family of professional plasma displays," said Jim Krodel, director of industrial display for Pioneer Electronics (USA) Inc. "There is occasionally a need in the market to utilize a VGA panel for a specific installation. Now we have the ability to offer that product to our customers. As the industrial marketplace continues to grow, the ability to

offer a VGA plasma helps Pioneer to maintain its position as one of the world's leading plasma manufacturers.”

Features of the PDP-424MV include:

- 16:9 aspect ratio
- 853 x 480 resolution
- Encased Cell Structure utilizes a larger phosphor surface area to prevent light leakage, creating a brighter image.
- High-precision Capsulated Color Filter decreases light reflection for better viewing as well as filtering out unnecessary elements in red, green and blue light for purer color reproduction.
- Black Stripe ensures that the dark colors appear crisp and clear, even in bright environments.
- Four Gamma Modes allow for a more precise display of tone gradations, even for images with low lighting.
- Image Burn-in Management helps the display resist image burn-in.
- Point Zoom allows users to expand any portion of a PC image from one to nine times, in 64 incremental steps, emphasizing key points in a presentation.
- Video Wall function optimizes images depending on the input source when the four-segment multi screen display is used.
- Color Detail Adjustment enables the plasma to alter the color of a specific item being displayed in an image without changing the characteristics of the image.

Pioneer's plasma displays offer significant longevity for a commercial user. Sixty thousand hours is an approximate time for the display panel to reach half of its original luminescence. This approximation may vary depending on source and type of content, settings, environment and use. This approximation does not provide or imply any warranty beyond the manufacturer's standard limited warranty.

The PDP-424MV is shipping this month at a manufacturer's suggested retail price of \$2499.

PureVision High Definition Plasma Displays

As one of the first companies to commercialize plasma technology, and the first company to offer a high definition plasma display in 1997, Pioneer offers a wide range of plasma products for commercial users. Headlining Pioneer's family of commercial-use plasma products are its PureVision widescreen XGA plasmas available in 43" or 50" sizes with patented technologies including the PureDrive® for sharper images, deep encased cell structure for brighter displays and PureColor Filter for the most accurate color reproduction. When a larger size display is needed, commercial users can turn to Pioneer's 61" high definition PDP-614MX, which offers a wide viewing angle, and can accurately display personal computer signals ranging from VGA to UXGA.

Expansion Solutions Card Slots

Pioneer's 43" and 50" commercial plasma displays (PDP-434CMX and PDP-504CMX) feature an open architecture expansion slot that enables the user to insert a variety of expansion cards into the plasma itself, changing or enhancing the display's capabilities. These expansion cards work as part of Pioneer's Expansion Solutions™ program, which enables third-party developers to create expansion cards specifically for Pioneer plasmas for features including HD processing, video wall processing, wireless enabling, touch-screen capability and more. Pioneer's vision for its Expansion Solutions program is to provide a more future-proof environment for plasma displays by enabling users to modify their display to meet the rapid evolution of display and communication technology.

Pioneer currently offers two of its own expansion cards for its plasmas. The PDA-5003 and PDA-5004 optional video cards provide composite, s-video and component terminals for vivid, vibrant images. The PDA-5003 is equipped with stable BNC terminals, and supports an analog RGB signal through its component terminals. The PDA-5004 is equipped with RCA terminals, for connectivity with many external devices.

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