

# Hitachi Unveils Advanced 42-Inch Professional Plasma Monitors

August 2 2004

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The Home Electronics Division of Hitachi America, Ltd., a subsidiary of Hitachi, Ltd., [www.hitachi.us/tv](http://www.hitachi.us/tv), today launched its **newest professional plasma monitor**. The CMP4211 and CMP4212 are 42-inch 16 : 9 HDTV plasma monitors designed to serve a broad range of commercial uses--from single-point signage and networked multi-site retail display systems to custom AV applications. The CMP4211 and CMP4212 are the newest additions to Hitachi's full line of 16 : 9 EDTV and HDTV plasma monitors, which already include 55-inch, 50-inch and 42-inch models.

The Hitachi CMP4211 and CMP4212 employ a number of advanced technologies to deliver a bright, sharp picture for extended periods of time. Hitachi's proprietary ALiS (Alternate Lighting of Surfaces) technology enables a high display resolution of 1024 x 1024 to create stunning images and combines with Hitachi's industry-leading PC graphics processor to provide significantly smoother, sharper images than conventional plasma technologies. By utilizing one of two Life Extension modes, the high efficiency ALiS plasma display also improves long-term brightness performance over conventional plasma technologies, a key aspect when using plasma technology for digital signage applications.

"Digital signage is an industry that is truly coming of age and professional plasma monitors are becoming more visible in corporate office space, restaurants and major retail venues," said Bill Whalen, senior product manager for the Hitachi America, Ltd., Home Electronics

Division. "Hitachi has had a long-standing commitment to both the digital signage industry as well as the larger plasma market, and the CMP4211 and CMP4212 are the result of our expertise in both of these areas."

Since many public areas utilize more than one plasma monitor for display purposes, the CMP4211 and CMP4212 include Monitor ID Bit functionality for easy control of multiple monitors. Additional feature highlights of the CMP4211 and CMP4212 include multiple screen saver options, RS-232C interface and FCC Class B compliance. Optional accessories include table top stands, speakers and wall mount brackets. The CMP4211 has a black frame and the CMP4212 has a silver frame and both will begin shipping in Q3 2004 with a suggested retail price of \$5,999.00.

The original press release is available [here](#).

Citation: Hitachi Unveils Advanced 42-Inch Professional Plasma Monitors (2004, August 2) retrieved 30 June 2024 from <https://phys.org/news/2004-08-hitachi-unveils-advanced-inch-professional.html>

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