

# Panasonic Introduces World's Largest 65-Inch Plasma Display

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Matsushita Electric Industrial Co., Ltd., best known for its [Panasonic](#) brand products, today announced it will launch a 65-inch high-definition plasma display in the Japanese market on October 1. The latest model of the VIERA series of high-definition plasma display, TH-65DX300, has a screen measuring 65-inch diagonally, making it the world's largest plasma display available through consumer sales channels.

The new model features Panasonic's proprietary PEAKS (Picture Enhancement Accelerator with Kinetic System) driver, a high-quality video signal processing circuit, enabling the industry's largest rendering of 3.62 billion colors and 1,536 shades of gradation. In low brightness area, it provides up to 8.58 billion colors and 2,048 shades of gradation, allowing superb reproduction of details in darker scenes from the

deepest blacks to shades of grey.

The new VIERA high-definition plasma display further adapts Panasonic's advanced technologies including 'Real Black Creation' that realizes the world's highest contrast ratio of up to 3000:1 and creates deeper, richer blacks; 'Motion Pattern Noise Reduction' that reduces motion pattern noises and delivers crispier, cleaner moving images, and 'Vivid Color Creation' that produces a precise, three-dimensional color and provides more vibrant colors and truly natural skin tones.

TH-65DX300 uses Panasonic's progressive high-definition plasma panel with 1,049,088 ( $1,366 \times 768$ ) pixels. The high-definition panel provides a long service life of approximately 60,000 hours.\*

TH-65DX300 weighs 109.0 kg including the stand. The total dimensions with the stand are 1,554 mm (width)  $\times$  1,012 mm (height)  $\times$  393 mm (depth). The depth of display unit is 99 mm.

The manufacturer's suggested retail price is 2,079,000 yen including tax.

The VIERA name for the Panasonic digital flat-panel TV series is derived from the phrase "new visual era." Panasonic is committed to pursuing and enhancing the enjoyment of high picture quality large-screen flat-panel televisions.

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