

# **World's First Plasma HDTVs with Integrated High-Definition Digital Video Recorder**

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Consistent with its growing reputation as an industry leader and innovator in home entertainment products, LG Electronics introduces the world's first plasma integrated high-definition televisions (HDTVs) with a built-in high-definition digital video recorder (HD-DVR) to the North American market in May, following its earlier launch in the Korean market on May 2.

Available in 50- and 60-inch models, the PY2DR series features all the benefits of plasma HDTV combined with a powerful 160-gigabyte HD-DVR built into the ultra-thin cabinet. The new Digital Cable Ready plasma HDTVs feature the capability of storing up to 13 hours of digital high-definition programming or 63 hours of digital standard-definition programming.

Following the launch of the world's first hard disk-embedded LCD projection TV in 2003, LG Electronics developed a hard disk-embedded plasma TV towards the end of 2004 and unveiled it at Consumer Electronics Show 2005, thus boosting its leadership image in DTV technologies.

The new widescreen plasma-DVRs incorporate an automatic time-shift feature, which continuously records in one-hour intervals. Other features include slow motion rewind and forward capabilities and instant replay. The user-friendly sets also enable viewers to easily organize recorded programs and set up repeat recordings of their favorite show, enabled by a button press using the EPG (Electronics Program Guide).

These sets feature LG's fifth-generation ATSC VSB/QAM tuner, which receives terrestrial digital HDTV and unscrambled digital cable, as well as analog broadcast and cable tuners.

Designed to receive digital HDTV programming and premium cable services without the need for a set-top box, these Digital Cable Ready plasmas are built around industry-standard CableCARDS available from cable operators.

These units also integrate 9-in-2 multi memory card readers (CF/MD/SD/SMC/MMC/MS/MS Pro/MS Pro Duo/xD), allowing users to view still images and listen to digital music, such as MP3 files, through the display. Combined with the DVR, users can store digital photos or music from their digital camera or MP3 player onto the hard drive via nine different formats of memory cards, files that can further be organized and saved for future viewing and listening. The DVR also is capable of creating a music photo album, allowing for stored photos to be accompanied with music in a slide show.

The PY2DR series is driven by LG's proprietary XD Engine™ technology. The second generation XD Engine chip built into the unit

takes the low resolution of analog signals to near high-definition levels by improving brightness, contrast, detail and enhancing color as well as reducing signal noise. This total solution results in cinema-like high-resolution images.

Simon (Shin-ik) Kang, Executive Vice President for Korea Sales & Marketing Operation at LG Electronics, said, “With picture quality improvement technologies in plasma and LCD TVs being rapidly developed, levels of contrast ratios and colors are now beyond one’s recognition with naked eyes. Therefore, designs and other sensory functions are now core elements in our technology management that will lead LG Electronics to achieve global top 3 position. Therefore, the launch of world’s first plasma TV with a built in hard-disk and memory slot is profoundly significant. In addition, LG’s 50-inch plasma integrated HDTVs are built with the company’s 60,000-hour “DoubleLife”™ panels, extending PDP longevity. What’s more, LG is driving the industry performance standards with 5000:1 contrast ratios and 1000 candellas- per-square-meter (cd/m<sup>2</sup>) of brightness, providing consumers with the most vivid and realistic viewing experience.

HDMI with HDCP, IEEE 1394 with DTV Link, flexible picture-in-picture (PIP), picture-outside-picture (POP) and split-screen options enhance the viewing experience.

The PY2DR models incorporate the latest Gemstar 2004 Digital TV Guide Onscreen interactive program guide and provide one of the most comprehensive image sticking prevention measures to minimize damage as a result of stationary images.

The PY2DR series, honored with the coveted IF Design, Reddot Design and CES Innovations awards, combine sleek industrial design with advanced features and comes complete with a built-in stand and speakers. The LG 60PY2DR and the LG 50PY2DR are available with an MSRP of \$14,999 and \$7,999, respectively.

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