Sony Develops World's First LCD TV Compliant With 'xvYCC' HR Signal Processing

January 8 2006

Sony Corporation announced the development of an LCD TV with the world's first color range “xvYCC” compliant high resolution signal processing system, which enables a wider color reproduction capability of TVs. This technology will be developed in conjunction with an 82 inch LCD TV, being one of the largest in the world, and its prototype will be unveiled for the first time at the 2006 International CES in Las Vegas, USA.

The color range “xvYCC” is the International standard for wide color space of video applications, and was accepted by the International Electrotechnical Commission (IEC) in October 2005, and will be issued in January 2006. This standard will expand the current color data range by approximately 1.8 times more based on “Munsell Color Cascade”, and it was successfully reached due to the newly developed high resolution signal processing system.

Video cameras complying with this standard will be able to record a color variation that is very close to what human eyes can recognize, and TVs complying with this standard will be able to reproduce visual images almost in the same picture quality as it was recorded. In addition, LCD TVs will be able to show the detailed color variation of movie scenes, the different shades of a color, e.g. the red color of a paprika or a tomato, as well as numerous color tones of petal.
This LCD TV incorporates the so-called “TRILUMINOS”, the backlight that uses the LED with three independent colors (red, green, and blue), resulting in a further enhancement of “xvYCC”. Furthermore, for the first time, the 82 inch LCD TV features a full HD panel (1,920 X 1,080 pixels), ensuring a superior picture quality.

Sony promotes the concept of “Full HD World”, as it enables consumers to enjoy a wider variety of high resolution video sources at home via digital high definition broadcast, HDV-ready digital camcorder and new optical discs such as Blu-ray. This “xvYCC” standard realizes the reproduction of truly natural and high resolution picture images in a wider color range, which represents a step further towards the new display era.

Source: Sony


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