

# Toshiba Launches Second Generation HD DVD Players in Japanese Market

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Toshiba HD-XF2

Toshiba Corporation today announced the launch of its second generation HD DVD players in the Japanese market. The company will roll out two new players, HD-XF2 and HD-XA2, from late December.

The new HD DVD players are smaller and offer improved speed in loading and response times over the HD-XA1, the world's first HD DVD player, brought to market by Toshiba in March 2006. The new high-end HD-XA2 supports Deep Color technology, an optional standard under HDMI that improves representation of color tones and achieves finer color gradation. HD-XA2 also provides support for the superior high-definition images of 1080p output.

The two new players can playback pre-recorded HD DVD sources, delivering stunning digital high-definition pictures and crystal clear

sound.

Both players offer advanced navigation and interactive features unique to the HD DVD format. A Picture in Picture (PIP) function include the ability to play supplementary video over the main program, allowing viewers to watch bonus content, such as a superimposed director's commentary or a documentary about the making of the movie, while the movie plays. The players' "pop-up menu" displays movie chapters with thumbnails while the movie plays, and allows users to navigate menu features without pausing playback.

The new players deliver the clarity and realism of advanced surround-sound formats, Dolby Digital Plus, Dolby TrueHD and DTS-HD, and also support linear PCM 5.1ch audio. Up-conversion of standard DVD to a resolution of 1080i or 720p (1080p for HD-XA2) through an HDCP-capable HDMI output allows viewers to enjoy their current DVD libraries with an output resolution scaled to match their resolution of their HDTV or HD displays.

Toshiba has played a pioneering role in developing advanced technologies and bringing them to DVD players and recorders. The company introduced the market's first DVD recorder integrated with an HDD, and has continued to offer many industry firsts, including "double-recording", internet connectivity and adoption of the DVD multi-drive, bringing a new dimension to AV entertainment. More recently, Toshiba took the home video experience to the next, high definition level in March 2006 when it launched the world's first HD DVD player HD-XA1, and built on this achievement in July 2006 with the introduction of RD-A1, the world's first hard disk recorder with HD DVD drive. Toshiba launched a high-end HD DVD player HD-XA1 and mainstream model HD-A1 in the US in April. Those products offered advanced features surpassing anything available in conventional DVD players.

The availability of HD DVD content continues to increase, with more titles expected within this year from various content providers including Paramount Home Entertainment, Universal Pictures and Warner Home Video. This fast growing availability is spurring demand for even more advanced HD DVD players. Toshiba's HD-XF2 and HD-XA2 build on technologies introduced in its first generation player, and achieve enhanced picture quality, a more compact body and faster operation, including start-up time, all improvement that reflect market demand.

Source: Toshiba Corp.

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