



The Perfect Experience

## PRESS Release

VICTOR COMPANY OF JAPAN, LIMITED  
12, 3-CHOME, MORIYA-CHO, KANAGAWA-KU,  
YOKOHAMA, KANAGAWA 221-8528, JAPAN  
TELEPHONE : +81-(0)45-450-2951, 2952  
TELEFAX : +81-(0)45-450-2959  
URL: <http://www.jvc.co.jp/english/>

For Immediate Release:

August 15, 2008

### JVC Earns Top European Prizes in Four EISA Categories

<i>European Green TV 2008-2009</i>	<i>LT-42DS9</i>
<i>European Video Projector 2008-2009</i>	<i>DLA-HD100</i>
<i>European Family Camcorder 2008-2009</i>	<i>GZ-MG330</i>
<i>European In-Car Head Unit 2008-2009</i>	<i>KD-AVX44</i>



Victor Company of Japan, Ltd. (JVC) received top honours in four categories of the 2008-2009 European Imaging and Sound Association (EISA) awards. "An EISA" represents one of the most prestigious product awards in the electronics industry. JVC has been honoured by EISA for thirteen consecutive years.

- ***The JVC LCD TV LT-42DS9 was judged the Best European Green TV.***  
The JVC LT-42DS9 is a 42-inch (107cm) super slim, HD Ready, 1080p Full HD LCD TV with DVB-T tuner.
- ***JVC's D-ILA home theatre projector DLA-HD100 was named Best European Video Projector.***  
The projector is recognised as a landmark in home theatre performance.
- ***The JVC Everio Hard Disk Camcorder GZ-MG330 was named Best European Family Camcorder.***  
This 30GB HDD Camcorder is lightweight and compact. JVC Everio Hard Disk Camcorders have won three times in recent years.
- ***The JVC Mobile Receiver KD-AVX44 received the Best European In-Car Head Unit award.***  
The KD-AVX44, known as "EL CHAMELEON ZERO", is a 1-DIN DVD/CD/ USB receiver, compatible with i-Pod via USB port and i-Pod video with optional cable. This is the fourth year in a row for JVC to receive an award in the Mobile Car Audio Category.

This year JVC is especially proud to receive the influential Best European Green TV award. The JVC LCD TV LT-42DS9 was chosen independently by well known academic experts in the field of environmental benchmarking of electronics. They made their judgement based on criteria including energy consumption, material use and end-of-life, packaging and transport.

Also considered were smart design solutions related to product architecture, inventive approaches regarding backlighting, solutions for smart, safe disassembly, influence on usage of various on-modes, and so forth. LCD and Plasma TVs in the sizes of 40 - 43" were eligible for this years Green Award.

The EISA Awards applaud new products that combine the most advanced technology, the most desirable features, the ultimate expression of design, the most satisfying ergonomics and, of course, the greatest value for money. Its "European Awards" are both prestigious and authoritative, a mark of excellence for consumers and industry people in Europe and the world at large.

EISA is an organization for editors of leading European video, audio, photo, home theatre, and mobile electronics magazines. It was formed in 1982 and currently has a membership of nearly 50 magazines in up to 20 European countries. Each year it selects the best video, audio, photo, home theatre, and mobile products for recognition.

**Reference:** Following are EISA comments on the products and reasons for their selection.

**EUROPEAN GREEN TV 2008-2009**

**JVC LT-42DS9**



They say small can be beautiful, but in the case of JVC's exquisite LT-42DS9, slim is the most attractive of all.

This LCD TV demonstrates outstandingly low energy consumption in both daylight and dark surroundings, utilises only a moderate quantity of materials, and complies fully with European RoHS regulations to minimise hazardous materials use.

And while this set performs superlatively in daily use, easy disassembly means it will also excel at the end of its life.

Finally, a standard sea container can hold at least 50 more boxes of the LT-42DS9 than any of its direct competitors for this year's EISA Green Award, because its slim design is such an efficient use of space.

**EUROPEAN VIDEO PROJECTOR 2008-2009**

**JVC DLA-HD100**



In its latest incarnation, JVC's D-ILA projection technology again sets new standards in home theatre imagery.

An astonishing picture contrast sets the DLA-HD100 apart from its competition, but its broad and neutral reproduction of colours, transparent video DSP and flawless handling of 1080p/24 signals are no less impressive.

For truly high-end applications, the anamorphic stretch function allows the HD100 to be used with an optional anamorphic lens, delivering a cinema-like picture quality in domestic home theatre environments.

## EUROPEAN FAMILY CAMCORDER 2008-2009

## JVC GZ-MG330



This stylish HDD-camcorder is available in various body colours at a reasonable price, and is an ideal choice for all-round family use.

It's very easy to operate, not only for advanced users but also even for kids. True 'one touch' functionality comes courtesy of an innovative blue illuminated touch-sensor control and a 'quick start' feature.

The 30 GB Hard Disk Drive, combined with Konica-Minolta 35x zoom lens, stores up to seven hours of video recordings. PC hook-up is easy, too; via USB 2.0 users can make movies on DVD or backup their footage by pressing just a couple of buttons.

As an additional bonus there's the option to shoot good quality stills and movies and save them onto a microSD memory card.

## EUROPEAN IN-CAR HEAD UNIT 2008-2009

## JVC KD-AVX44



A simple wave of the hand activates one of the most capable and versatile in-car head units ever made.

El Chameleon Zero technology blacks out all controls on the face of the KD-AVX44 when they are not in use. However, when a movement nearby is perceived, the Smart Motion Sensor controls light up on the jet-black face panel, to provide intuitively clear and easy control.

The KD-AVX44 is a top class audio source. It's compatible with both DVD and CD, and multiple digital audio file formats burned onto CD or DVD or uploaded from USB storage (including WAV, MP3, WMA and AAC).

Built-in Bluetooth means the KD-AVX44 also functions as a hands-free device and receives streaming audio from Bluetooth media players.

Finally, the KD-AVX44 will also operate as a fully functional DVD player with DivX compatibility, built-in 5.1 decoder and its own 3.5-inch screen. All at the wave of a hand!

# # #

For further information, please contact:

Toshiya Ogata, General Manager, or  
David Gifford, Manager  
Public Relations Group  
Corporate Communications Department  
Victor Company of Japan, Limited (JVC)  
Tel: +81-(0)45-450-2951, 2952  
Fax: +81-(0)45-450-2959  
E-mail: [ogata-toshiya@jvc-victor.jp](mailto:ogata-toshiya@jvc-victor.jp)  
[dgifford@jvc-victor.jp](mailto:dgifford@jvc-victor.jp)  
URL: <http://www.jvc-victor.co.jp/english>