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20,000:1 Contrast Ratios with Pioneer's 8th Generation Plasmas

80% darker black levels

With laser HDTVs, OLED displays and SED/FED technologies just around the corner, the LCD and plasma displays look like they could use some enhancements if they want to continue their existence on the market. Sure, there has been a gradual price drop of the LCD/plasma HDTV displays but this just isn't enough to keep them on our near-future buy-lists when new impressive technologies prove there's room for improved visual goodness. The plasma screens indisputably hold the edge over LCDs because each pixel on a plasma screen is self emitting, while LCDs have always had problems with the black tones as their backlights are on all the time as long as the display is turned on. Although plasma displays do not use cold cathode fluorescent lamps as backlights, they still produce unsatisfactory black levels due to low grade electronics and other complicated factors. To put an end to all those "black" issues, Pioneer is now introducing the so-called eighth generation plasma TVs that should produce deeper black levels that are 80% darker than anything currently available. Responsible for the darker blacks and richer colors is an ensemble of "deep encased cell structure, crystal emissive layer and first surface color filter," allowing the new plasma HDTVs to sport an outstanding 20,000:1 contrast ratio. In addition, the new screens feature a unique 'Optimum Mode', which intelligently controls brightness levels so that users obtain the best picture, regardless of the lighting conditions. Pioneer claims that their new displays keep track of the amount of light that is to be found in the room and can process the digital video signal differently according to the variation of environmental light intensity. Pioneer will soon release the "Project KURO" 8th generation HDTV models and the lineup will include 42, 50 and 60-inch screen sizes supporting full 1080p resolutions.