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The new Pioneer Elite BDP-09FD Blu-ray player  
Pioneer

## **CEDIA 2008: Pioneer's Elite BDP-09FD Blu-ray Player Up-Converts DVDs, Is Very Expensive**

*BD-Live and BonusView enabled, too*

Since this year's CEDIA expo in Denver is in full swing, it's no wonder that the biggest names in the A/V industry are coming out with their latest and most advanced products to date. And that's also the case with Pioneer, which has just unveiled its Elite BDP-09FD flagship Blu-ray Disc player, which incorporates just about the most advanced features available for products of this type (including a Pioneer/Renesas jointly developed core processor chipset and complex internal and external composition), but which sells at a price to match. The first thing that must be pointed out regarding the BDP-09FD is the fact that we're dealing with an extremely advanced multimedia machine, which incorporates a 16-bit video engine for advanced video decoding, I/P conversion, video scaling and video adjustments of HD and SD content. This very special video engine features the newly developed 16-bit Pioneer video processor, the Marvell QDEO processor, as well a high-end video decoder developed by Pioneer and Renesas Technology. The player up-converts old DVDs to 1080p resolution (24 frames per second) and also features Pioneer's proprietary Adaptive Bit Length Expansion technology, which restores Blu-ray Disc movies, produced in 8-bit color back to the vivid 16-bit deep color gamut. Just like most latest-generation Blu-ray players, the BDP-09FD offers BD-Live interactivity, which allows users with an Internet connection to download bonus trailers and features, synchronize viewing with other BD-Live players and participate in online gaming, live chat and video messaging. Additionally, when updates become available, users will be able to upgrade their player via the BD-Live connection directly, in a very fast and easy manner. Besides these advanced image-processing features, the Elite BDP-09FD also comes packed with high-end audio components. Thus, the BDP-09FD supports full decoding and bit-stream output for emerging high-resolution audio formats including Dolby TrueHD and DTS-HD Master Audio and sports a dedicated power supply for the analog audio board, eight Wolfson WM8740 Audio DACs, one for each audio channel, and a custom-made capacitor. The connectivity options provided by Pioneer's player are equally advanced, since we're dealing with dual HDMI 1.3a outputs, the gold plated connectors providing maximum signal flow for an enhanced cinematographic experience. Moreover, the device also packs an RS-232C port, which allows for control from third-party automation systems or custom installers. As mentioned right from the title, Pioneer's new Elite BDP-09FD flagship Blu-ray Disc player is one expensive product, since it will be available for around 2,200 US dollars when it arrives in stores, at a yet undisclosed date (but in 2008, according to the company's statement).

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