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By: Alex Vochin, Technology Editor

Toshiba HDTV
Toshiba

CEDIA 2008: Toshiba Bets on Up-Converting Regza LCD TVs

The Super Resolution Technology, found in the REGZA RV535 and XV545 series

As you probably know, Toshiba has taken quite a beating from Sony earlier this year, when its next-generation optical disc format, the HD DVD, had to bow down to Blu-ray and accept defeat. Since then, the Japanese company has bet pretty much everything on the "up-conversion" card, claiming that this technology would allow users to enjoy their old DVDs at a level of quality more or less similar to the one delivered by Blu-ray discs. And that's also the case with Toshiba's latest announcement, regarding its Super Resolution Technology, which will be found in some of the Regza LCD TVs to arrive on the market in the near future.

According to the company's own statement, since it uses a proprietary processing system, SRT improves image sharpness, brightness and color, enhancing standard movies, TV shows, camcorder movies and most video games to near HD quality. This new technology is available in Toshiba's REGZA RV535 and XV545 series, which we'll talk about as follows.

The high-end Cinema Series XV545 line is available in 42.0-inch, 46.0-inch and 52.0-inch sizes (diagonal). It features Toshiba's ClearFrame technology, which doubles the frame rate of an LCD TV from 60 frames per second to 120 frames per second, as well as a Film Stabilization mode. This series also features 14-Bit PixelPure 4G Internal Digital Video Processing with 10-Bit LCD panels for 16,384 levels of gradation and Toshiba's ColorBurst wide color gamut for rich lifelike color.

In addition, the XV545 series includes four HDMI inputs with REGZA LINK (HDMI-CEC) and Toshiba's SoundStrip speaker technology, which allows for home theater sound in a small strip beneath the screen. Like all of Toshiba's new LCD TV lines, the XV545 features a CineSpeed panel for faster response times and DynaLight control for deeper black levels. The models from the Cinema Series XV545 will arrive in stores in September for 1,800 - 2,800 US dollars, depending on the diagonal size.

Next in line comes the RV535 Series of REGZA 1080p Full HD TVs, featuring SRT, AutoView and Double Skin Cabinetry. The REGZA RV535 series is available in 42.0-inch, 46.0-inch and 52.0-inch screen sizes, features Toshiba's PixelPure 4G 14-bit internal digital video processor, with 4,096 levels of gradation, as well as four HDMI inputs with REGZA LINK (HDMI-CEC) and Toshiba's SoundStrip speaker technology. The price range is between \$1,400 and \$2,300.

Besides the Cinema Series and the RV535, Toshiba has also shed some light on other two families of LCD HDTVs. First, there's the RV525 Series, available in 40.0-inch and 46.0-inch (diagonal) screen sizes, which provides 1080p Full HD resolution, DynaLight Dynamic Backlight control for deep blacks, Native Mode to restore picture size, Gaming Mode for fast controller to screen response time and a high-res PC input. The models from the RV525 series will retail for 1,100 and 1,600 US dollars, respectively, when they arrive in stores in September (the 40-inch version) and October (the 46-incher).

Then, in order to replace a part of its older AV500 line, the company has launched the AV502 Series of entry-level 720p LCD TVs, available in 26.0-inch, 31.5-inch and 37.0-inch (diagonal) sizes. However, Toshiba is also adding a 21.6-inch (diagonal) screen size into

the existing AV500 series (just in case). All three models from the AV502 series have already arrived on the market (\$649.99, \$749.99 and \$899.99, respectively), while the 22AV500U is slated for a September release (to sell for a little under 500 US dollars).

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