



WESTINGHOUSE DIGITAL ELECTRONICS

TECHSPEAK



Why LCD?

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Visit the television department in your favorite consumer electronics store. Next to the familiar large, bulky TV sets, you'll see sleek, flat-panel sets. The pictures look great, and you daydream about how a slim set could fit into your living room, mounted on your bedroom wall, or installed in your home office.

LCD offers a combination of features that can't be matched by television sets using plasma, rear projection, or old-fashioned CRT ("tube") technology. If you would like to use your TV for DVD viewing, video gaming, screening your digital photos or videos, or working with your computer, LCD technology is superior and a Westinghouse LCD TV should be your choice.

Look for these features:

- Long back-light life - 50,000 hours of life, without gradual degradation of picture quality
- No burn-in - static images won't harm the set
- Fast response time - 16 ms (smaller is better)
- Brightness - 500 nits, retains brightness in ambient light
- Color gamut - 75% of NTSC
- Widest 170 degree viewing angle
- Digital video processing
 - Built-in progressive scan
 - 4H digital comb filter
 - spatial noise filter
 - motion adaptive de-interlacing
 - inverse 3:2 pulldown
- Widescreen - panoramic and anamorphic: fills in screen with non-linear expansion of 4:3 content
- HDTV - 1080p, 1080i, 720p, 480p, 480i
- Up to 16:9 aspect ratio, for cinema-quality DVD display
- Dual use as a computer monitor
- Synthesized surround sound
- Up to thirteen picture-in-picture (PIP) sources

Traditional TV sets use 1950s technology. As you read this, manufacturers are already phasing out those old-fashioned products in favor of sets that use 21st century digital technology that enables a whole new world of entertainment.