

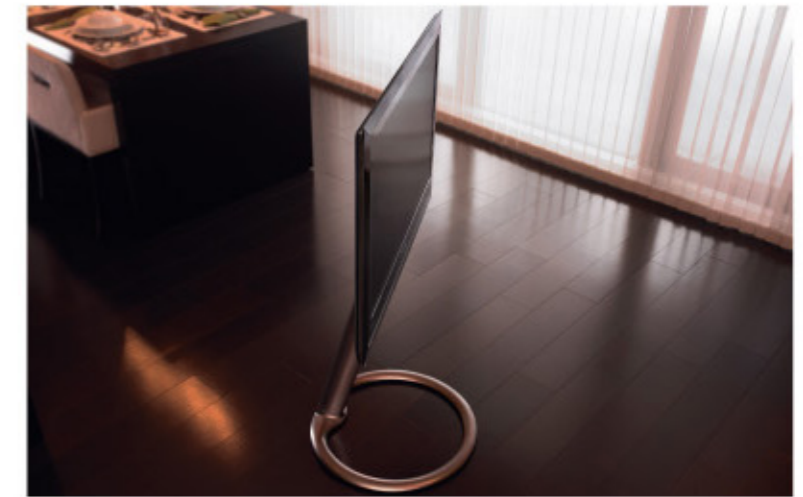
**WORLD'S FIRST**  
ULTRA THIN  
**FULL HD LCD**



$$|1.5|$$

1.5





### **Introducing the World's First Ultra Thin LCD, the Hitachi 1.5**

Designed and engineered from inspiration and innovation. The ultimate combination of art and science with unprecedented elegance. Manifested in just 1.5 sleekness, leading innovation meets stunning magnificence. The Hitachi Ultra Thin LCD.



## Thin, Light, 360° Beauty

Minimalist, yet innovative. Accentuated by all-round 360° beauty. 1.5 Ultra Thin technology designed to complement any environment with its unparalleled sophistication.

At just 1.5 - 1/3 the depth of conventional LCDs, achieved by Hitachi high-density circuit board technology and power efficiency optimization. With an extremely Ultra Thin 1.5 sleekness profile, giving you unlimited freedom of space. Crafted with high pressure polycarbonate injection molding, the Hitachi 1.5's elegant curves contouring its smoked frame high-end translucent quality, adds a unique visual lightness that is a sight to behold. Its 360° beauty refined elegance represents the most outstanding superior viewing experience.



# UT Series



42" model UT42-MX700A  
(BLACK / WHITE)



32" Model UT32-MH700A  
(BLUE)\*



32" Model UT32-MH700A  
(BLACK)\*



37" Model UT37-MX700A  
(BLACK / WHITE)



32" Model UT32-MH700A  
(WHITE)\*



32" Model UT32-MH700A  
(RED)\*



CES 2008 Innovations  
Design and Engineering  
Award

(UT32-MH700A)



\* Golden and Technical  
Award  
of Visual Grand Prix



reddot design award  
winner 2008

Red Dot Award

\* Colours varies for different countries.

## Leading Innovation

### Full High Definition Picture Master

Delivers innovative Full High-Definition picture quality from Hitachi Picture Master Full HD. Its Advanced Dynamic Contrast analyzes every picture and optimizes its contrasts frame by frame. Its Advanced Dynamic Enhancer produces detailed and dynamic images and controls detail graduation and sharp edges. It enhances crispness to capture subtle details such as human skin or reducing grainy effect and enhances the natural beauty of a mountain ridge.



Conventional LCD Image



Hitachi Picture Master Full HD Image

The 3D Colour Management adjusts the three colour components (hue, saturation and brightness), pixel by pixel using 3D data.

### Movie Frame Rate Converter\*

Hitachi's Movie Frame Rate Converter create 4 new frames and insert them into movie films' original 24 frames per second format smoothing out the movement and correctly matches the original motion.

### Clear Motion Picture with 120Hz/100Hz Conversion\*

Hitachi's LSI (Large Scale Integrated) doubles the frame from PAL (50Hz) or NTSC (60Hz) frames to PAL (100Hz) or NTSC (120Hz) frames per second. The unique algorithm reduces blur in video converted from film and enable smooth picture motion.

### High Definition Multimedia Station

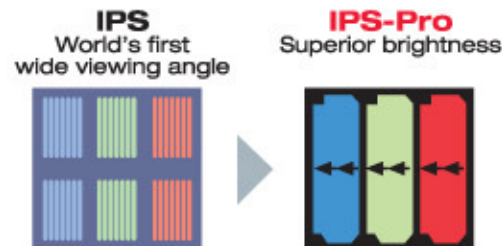
Designed to complement any environment anywhere, the Hitachi 1.5 comes with a separate High Definition Multimedia Station via a single HDMI cable. The HD receiver comes equipped with both Digital and Analogue Tuner supporting up to 1,080p. Its multimedia interface makes connectivity seamless with Twin HDMI, component, composite inputs, USB port for photo viewer and Digital Audio Out.



### IPS-Pro Technology

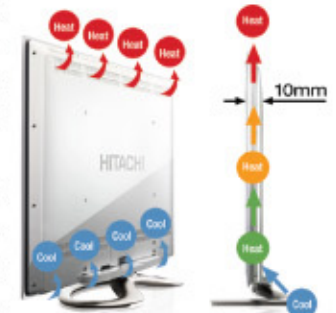
Hitachi's Original IPS-Pro technology provides exceptional viewing angles, excellent response time and low power consumption.

The diffusion board spreads the fluorescent light forming the backlight of the panel evenly for a wide viewing angle and uncompromising picture quality.



### Air Flow Analytic Design

Completely fanless, the Hitachi 1.5's innovative passive cooling design offers virtually noise-free operation, making it remarkably light-weight, ultra thin and enables mounting closer to the wall. A beauty that turns on your eyes even before it's on.



### Deep Colour Signal Input Compatible\*

30, 36bit Deep Colour Signal Input Compatibility of HDMI terminal provides better colour reproduction as compared with conventional colour depth of 24bit input, and produces rich graduations and smooth colour.

### Energy Saving Eco-Friendly Design

'Auto Power Off' prevents users from forgetting to turn the TV off and 'Video Power Save' switches to stand-by mode when there is no signal coming from the TV.

\* Applicable for UT37-MX700A / UT42-MX700A

Have you seen it?

# Specifications

UT MONITOR		UT42-MX700A	UT37-MX700A	UT32-MH700A	
Display	Screen Size (V)	42	37	32	
	Effective Display Area (HxV, mm)	930 x 523 (1,067) diagonal	820 x 461 (941) diagonal	698 x 392 (801) diagonal	
	Aspect Ratio	16:9	16:9	16:9	
	Number of Pixels (HxV)	1,920 x 1,080	1,920 x 1,080	1,366 x 768	
	Pixel Pitch (HxV, mm)	0.48 x 0.48	0.43 x 0.43	0.51 x 0.51	
	Number of Colours (Grey Levels)	256	256	256	
	Viewing Angle (Degrees)	Left-Right: 178, Up-Down: 178	Left-Right: 178, Up-Down: 178	Left-Right: 178, Up-Down: 178	
	Panel Luminance (at White Peak)	450 cd/m <sup>2</sup>	500 cd/m <sup>2</sup>	500 cd/m <sup>2</sup>	
	Contrast Ratio (Panel)	10,000:1 (Typical)	10,000:1 (Typical)	10,000:1 (Typical)	
	Response Time (ms)	6	6	6	
Picture	Comb Filter	•	•	•	
	Digital Noise Reduction	•	•	•	
	MPEG Noise Reduction	•	•	•	
	Cross Colour Noise Reduction	•	•	•	
	Picture Mode	• (Dynamic, Natural, Cinema)	• (Dynamic, Natural, Cinema)	• (Dynamic, Natural, Cinema)	
	White Balance	• (Cool, Normal, Warm)	• (Cool, Normal, Warm)	• (Cool, Normal, Warm)	
	Film Mode	• (Off, Original, Smooth 1, Smooth 2)	• (Off, Original, Smooth 1, Smooth 2)	• (Off, Original)	
Input Signal	Video Signal	PAL, SECAM, NTSC3.58, NTSC4.43, PAL60, PAL-N, PAL-M	PAL, SECAM, NTSC3.58, NTSC4.43, PAL60, PAL-N, PAL-M	PAL, SECAM, NTSC3.58, NTSC4.43, PAL60, PAL-N, PAL-M	
	HDMI Signal	480i/p, 576i/p, 720p(50/60), 1080i(50/60), 1080p(50/60/24), VGA	480i/p, 576i/p, 720p(50/60), 1080i(50/60), 1080p(50/60/24), VGA	480i/p, 576i/p, 720p(50/60), 1080i(50/60), 1080p(50/60/24), VGA	
	Analogue RGB Signal	VGA - WXGA	VGA - WXGA	VGA - WXGA	
Terminals	RGB Input	Mini D-sub 15P	Mini D-sub 15P	Mini D-sub 15P	
	Video Input	Stereo mini jack	Stereo mini jack	Stereo mini jack	
	Control Terminal *	•	•	•	
Sound	Surround	Matrix Surround	Matrix Surround	Matrix Surround	
	Sound Enhancement	•	•	•	
	Auto Volume Level	• (Perfect Volume)	• (Perfect Volume)	• (Perfect Volume)	
	Audio Power (RMS, W)	6 + 6	6 + 6	6 + 6	
Operation	On-Screen Display Languages	English, German, French, Spanish, T-Chinese, S-Chinese, Japanese	English, German, French, Spanish, T-Chinese, S-Chinese, Japanese	English, German, French, Spanish, T-Chinese, S-Chinese, Japanese	
	Off Timer	•	•	•	
	Wide Mode (Picture Size)	TV/Video (SD) TV/Video (HD)	4:3 / Panoramic1 / Panoramic2/ Zoom1 / Zoom2 / Full	4:3 / Panoramic1 / Panoramic2/ Zoom1 / Zoom2 / Full	
		PC	Full1 / Full2 / Zoom Real / Normal / Full	Full1 / Full2 / Zoom Real / Normal / Full	
			Real / Normal / Full	Real / Normal / Full	
General	Power Supply (V, Hz)	110-240, 50/60	110-240, 50/60	110-240, 50/60	
	Power Consumption / Standby (W)	244 / 0.8	178 / 0.8	137 / 0.8	
	Dimensions (W x H x D, mm)	With Stand Without Stand	1,036 x 724 x 310 1,036 x 678 x 39	936 x 657 x 310 936 x 607 x 39	814 x 587 x 249 814 x 538 x 39
	Weight (kg)	With Stand Without Stand	20.9 18	17.4 14.6	13.5 10.9
	Table-Top Stand	Fixed	Fixed	Fixed	

HD MULTIMEDIA STATION		UM-A700	
Input Signal	Analogue Tuner	V/U Tuner PAL B/G, D/K, H, I NTSC M DVB-T A2 / NICAM • / 10 PAL, NTSC3.58, NTSC4.43, PAL60, PAL-N, PAL-M 480i/p, 576i/p, 720p(50/60), 1080i(50/60)	
	Digital Tuner		
	RF Multiplex		
	Teletext / Page Memory		
	Video Signal		
	Component Signal		
	HDMI Signal	(Video Mode) 480i/p, 576i/p, 720p(50/60), 1080i(50/60), VGA, 1080p(24/50/60)	
	Terminals	Video Input	AV1 : (CVBS)+(Y,PB,PR) + L,R (RCA Pin) AV2 : (CVBS)+(Y,PB,PR) + L,R (RCA Pin) HDMI1(Video) HDMI2(Video)
		Photo Input	•
	Decoding Formats	Channel Demodulation and Decoding	GB20600-2006 (National standard)
Video Audio		MPEG 2, MPEG 4 AVC/ H.264 AC-3, MPEG-1 Layer II	
Signal Output	Headphone	ø3.5 Mini-jack	
	Digital Audio (SPDIF) Output	PCM,AC3 (Optical)	
	Audio Output	L,R (RCA Pin)	
	HDMI (Interface for UT Monitor)	1080p/720p	
Operation	OSD Languages	English, T.Chinese, S.Chinese	
	Off Timer	•	
	Output Wide Mode	(TV/Video) SD (TV/Video) HD 4:3, Full (16:9) 4:3, Full (16:9)	
	Switches/Buttons	Power,Vol+/-,Ch+/-,Menu,TV/Video	
General	Front Input	USB	
	Power Requirement (V, Hz)	110-240V, 50/60	
	Power Consumption / Standby (W)	30 / 1.2	
	Dimensions (W x H x D, mm)	With Stand Without Stand	132 X 309 X 231 297 X 66 X 231
	Weight (kg)	With Stand Without Stand	1.6 1.5
Vertical Table-Top Stand	•		

\* Hitachi UT Monitor & Media Station connectivity.

Printed Date: 1st May 2008. Design & specifications are subjected to change without prior notice.

[www.hitachiconsumer.com](http://www.hitachiconsumer.com)