

**SCHAUB LORENZ**

*HD LCD Televisions*

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Welcome to tomorrow, a time where televisions can maintain their picture quality for longer and are able to display a higher standard of broadcast and playback than is generally available today.

Schaub Lorenz LCD televisions are created for that tomorrow, with several distinct competitive advantages.

As televisions specifically produced for specialist outlets throughout Australia and New Zealand, features important to these markets are incorporated as soon as practically available. The majority of value is added via picture processing. This is what allows a Schaub Lorenz television to compare favourably side by side.

Connectivity is naturally to the latest HDCP standard, offering 2 x HDMI inputs and in models 40 inch and above inputs for each source component can be individually optimised.

However perhaps the thing to remember above all is that when someone is showing you a Schaub Lorenz you can assume they genuinely want you to obtain the best value possible in that price range. After all, Schaub Lorenz was specifically created for quality specialists and their well informed clientele. It has to work well and offer demonstrable value.

### Why LCD?

An LCD panel offers several advantages over plasma display, advantages more in keeping with tomorrow's expectations and today's environmental concerns. Among these are performance durability, superior reflectivity characteristics, more brightness, less weight per given screen size, and the likelihood of lower costs in repair and maintenance. LCD panels are also less fragile, have lower running costs and smaller carbon footprint due to reduced power consumption, offer better warranty and are all inherently HD ready.

### Why High Definition?

High definition will become increasingly important in the years ahead. Right now there is only the occasional true high definition broadcast on TV however in time, such broadcasts will become more commonplace. As for DVD, the number of high definition and Blu-ray titles available to hire or buy will continue to grow.

### Why Multimedia Ready?

Tomorrow will expect every visual device to be multimedia friendly. This means not merely being able to connect to a computer but to display multimedia content without fear of screen burn in. As you would expect, all Schaub Lorenz LCD TVs are multimedia appropriate, are high definition content ready and offer a range of appropriate inputs.

### 1920 x 1080 Native Resolution with genuine 1080p display and processing.

These days there is a need to define what we mean by full HD. One difficulty stems from the fact that it means one thing for broadcast TV and another for disc and multimedia use.

The next generation of discs, as well as today's standard format when upscaled, all work best with 1080p. To work properly this requires a special chip that not all televisions as yet incorporate.

The "p" stands for progressive (scan) a technique where the whole image is refreshed at once.

Broadcast TV, however works differently. The maximum number of lines (1080) is only ever broadcast as interlaced (1080i), and the networks in Australia vary in what protocol they choose. The ABC HD channel broadcasts in 720p, preferring progressive scan over more lines that are interlaced. Networks Seven and Nine use 1080i but the resolution varies from 1440 x 1080i to 1920 x 1080i depending where you live. Only Network Ten as yet offers 1920 x 1080i nationally.

So to summarize, what you need to be Full HD in every sense, it is a 1920 x 1080 panel with 1080p input via HDMI. This covers both the highest standard of broadcast TV and highest standard or recording formats. The larger your screen and the closer you sit to it, the more important this Full HD distinction becomes. Schaub Lorenz was proudly the first brand in Australia to offer consumers Full HD at four screen sizes. Continuing this tradition, these next generation Schaub Lorenz televisions are all true Full HD at sizes 40 inch and above.

Over 2 million pixels - more than four times the number found on standard definition TV

## "i" for interlaced versus "p" for progressive



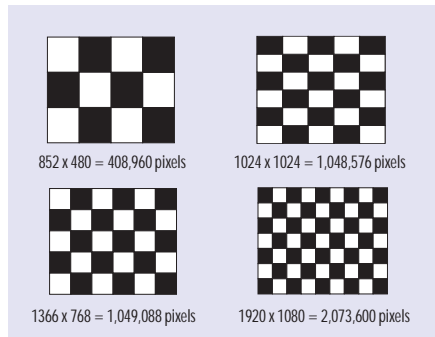
With an interlaced picture fine detail can appear and disappear depending which line carries the information.



With a progressive picture, fast moving objects retain definition integrity at their edges.

With an interlaced picture, fast moving objects can become less distinctly defined at their edges.

## Widescreen Pixel Comparison



This substantially increased pixel capacity makes a huge difference. With the right source material, this new generation of native resolution will astound you. It will take some time, however, for the standard of most broadcast material to match the television's full capabilities.



32" • Inbuilt HD Tuner  
• 1366 x 768



40" • Inbuilt HD Tuner  
• 1920 x 1080  
• Genuine 1080p display & processing  
• Individual Input Optimisation



46" • Inbuilt HD Tuner  
• 1920 x 1080  
• Genuine 1080p display & processing  
• Individual Input Optimisation

## Specifications

### Panel: 32" : SL 32 - 1 HD

### 40" : SL 40 - 1 FHD

### 46" : SL 46 - 1 FHD

|  |  |  |  |
|--|--|--|--|
| Size                                   | 32 inch  | 40 inch  | 46 inch  |
| Aspect Ratio                           | 16 : 9 widescreen  | 16 : 9 widescreen  | 16 : 9 widescreen  |
| Resolution                             | 1366 x 768   | 1920 x 1080  | 1920 x 1080  |
| Pixel Pitch                            | 0.51075mm x 0.51075mm  | 0.461mm x 0.461mm  | 0.17675mm x 0.17675mm  |
| Number of Colours                      | 16.7 million   | 16.7 million   | 16.7 million   |
| Brightness                             | 500cd/m <sup>2</sup>   | 500cd/m <sup>2</sup>   | 500cd/m <sup>2</sup>   |
| Contrast Ratio                         | 2000 : 1   | 2000 : 1   | 1800 : 1   |
| Refresh Rate                           | 8ms  | 8ms  | 8ms  |
| Viewing Angle                          | R/L (178°), U/D (178°)   | R/L (178°), U/D (178°)   | R/L (178°), U/D (178°)   |
| DLTI/DCTI                              | ✓  | ✓  | ✓  |
| 3D Comb Filter                         | ✓  | ✓  | ✓  |
| Motion Adaptive                        |  |  |  |
| Noise Reduction                        | ✓  | ✓  | ✓  |
| Motion Adaptive                        |  |  |  |
| De-Interface                           | ✓  | ✓  | ✓  |
| <b>Input Terminals</b>                 |  |  |  |
| Front & Side                           | 7 Keys (power, source select, vol up/down, ch up/down, menu) & IR input  | 7 Keys (power, source select, vol up/down, ch up/down, menu) & IR input  | 7 Keys (power, source select, vol up/down, ch up/down, menu) & IR input  |
| Rear                                   | Antenna in <PAL>: 1<br>Component Video : 2<br>PC Input (D-Sub 15pin) with Audio : 1<br>HDMI (1080p) : 2<br>SCART : 1<br>Optical Audio Out (PCM)<br>AC Power : 1            | Antenna in <PAL>: 1<br>Component Video : 2<br>PC Input (D-Sub 15pin) with Audio : 1<br>HDMI (1080p) : 2<br>SCART : 1<br>Optical Audio Out (PCM)<br>AC Power : 1<br>Composite/S-Video/Audio R & L | Antenna in <PAL>: 1<br>Component Video : 2<br>PC Input (D-Sub 15pin) with Audio : 1<br>HDMI (1080p) : 2<br>SCART : 1<br>Optical Audio Out (PCM)<br>AC Power : 1<br>Composite/S-Video/Audio R & L |
| Side                                   |  |  |  |
| <b>Signal Format</b>                   |  |  |  |
| PC (Analog RGB)                        | VGA, SVGA, XGA   | VGA, SVGA, XGA   | VGA, SVGA, XGA   |
| AV Input                               | TV : PAL / SECAM / B / G, D / K, I, L, L' / DVB-T<br>AV : PAL / SECAM / NTSC<br>Component1 Video (480i, 576p, 720p, 1080i) Sound (L, R)<br>HDMI: (576p/720p/1080i & 1080p) | TV : PAL / SECAM / B / G, D / K, I, L, L' / DVB-T<br>AV : PAL / SECAM / NTSC<br>Component1 Video (480i, 576p, 720p, 1080i) Sound (L, R)<br>HDMI: (576p/720p/1080i & 1080p)                       | TV : PAL / SECAM / B / G, D / K, I, L, L' / DVB-T<br>AV : PAL / SECAM / NTSC<br>Component1 Video (480i, 576p, 720p, 1080i) Sound (L, R)<br>HDMI: (576p/720p/1080i & 1080p)                       |
| <b>Output Source</b>                   |  |  |  |
| Output                                 | Video/Audio R/L<br>Headphone Output : 0.3W x 2   | Video/Audio R/L<br>Headphone Output : 0.3W x 2   | Video/Audio R/L<br>Headphone Output : 0.3W x 2   |
| <b>Weight (kg)</b>                     | 18 (20 packed)   | 26 (30 packed)   | 37 (44 packed)   |
| <b>Unit Dimensions (mm)</b>            | 799 x 207 x 616 (W x D x H) inc stand<br>799 x 106 x 553 (W x D x H) exc stand   | 991 x 270 x 717 (W x D x H) inc stand<br>991 x 113 x 659 (W x D x H) exc stand<br>1051 x 307 x 782 (W x D x H)   | 1122 x 324 x 804 (W x D x H) inc stand<br>1122 x 121 x 743 (W x D x H) exc stand<br>1221 x 407 x 914 (W x D x H)   |
| <b>Box Size (mm)</b>                   | 842 x 237 x 657 (W x D x H)  |  |  |
| <b>Sound</b>                           |  |  |  |
| Audio Mode                             | Flat / Music / Movie / Speech / User   | Flat / Music / Movie / Speech / User   | Flat / Music / Movie / Speech / User   |
| Stereo                                 | NICAM Stereo   | NICAM Stereo   | NICAM Stereo   |
| Sound Effect                           | Surround, Equaliser  | Surround, Equaliser  | Surround, Equaliser  |
| Sound Output                           | 15W (L,R) x 2  | 15W (L,R) x 2  | 15W (L,R) x 2  |
| Impedance                              | 8 ohm (L) + 8 ohm (R)  | 8 ohm (L) + 8 ohm (R)  | 8 ohm (L) + 8 ohm (R)  |
| <b>Special Features</b>                |  |  |  |
| OSD                                    | English  | English  | English  |
| Aspect Mode                            | 16 : 9 / 14 : 9 / 4 : 3 / Zoom / Spectacle / Auto  | 16 : 9 / 14 : 9 / 4 : 3 / Zoom / Spectacle / Auto  | 16 : 9 / 14 : 9 / 4 : 3 / Zoom / Spectacle / Auto  |
| Picture Mode                           | Standard / Mild / Game / User / Dynamic  | Standard / Mild / Game / User / Dynamic  | Standard / Mild / Game / User / Dynamic  |
| Custom Adjustment                      | Brightness, Contrast, Sharpness, Colour, Tint  | Brightness, Contrast, Sharpness, Colour, Tint (Each indiv. input)  | Brightness, Contrast, Sharpness, Colour, Tint (Each indiv. input)  |
| Colour Tone                            | Cool / Normal / Warm   | Cool / Normal / Warm   | Cool / Normal / Warm   |
| Sleep Timer                            | Adjustable   | Adjustable   | Adjustable   |
| PC Resolution                          | Max Input Resolution (PC) - 1360 x 768 / 60Hz  | Max Input Resolution (PC) - 1360 x 768 / 60Hz  | Max Input Resolution (PC) - 1360 x 768 / 60Hz  |
| PIP/SWAP/ 4 Position/<br>Double Window | ✓  | ✓  | ✓  |
| Teletext 1000 page                     | ✓  | ✓  | ✓  |
| Swivel Function                        | ✓  | ✓  | ✓  |
| Remote Control                         | ✓  | ✓  | ✓  |
| <b>Operating Conditions</b>            |  |  |  |
| Operating Temperature                  | 0° to 50° C  | 0° to 50° C  | 0° to 50° C  |
| Operating Humidity                     | 70% max (non-condensing)   | 70% max (non-condensing)   | 70% max (non-condensing)   |
| Storage Temperature                    | - 5° to 55° C  | - 5° to 55° C  | - 5° to 55° C  |
| <b>Power Consumption</b>               |  |  |  |
| Free Voltage                           | AC 100V to 240V, 50/60Hz   | AC 100V to 240V, 50/60Hz   | AC 100V to 240V, 50/60Hz   |
| Operation Mode                         | Max 130W   | Max 240W   | Max 380W   |
| <b>Certifications</b>                  | CB, CE, C-Tick   | CB, CE, C-Tick   | CB, CE, C-Tick   |

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