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PRESS Release

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JVC Home Theater Projector Named CES Innovations 2011 Design And Engineering Award Honoree

New DLA-X9 3D-enabled projector honored.



Toronto, November 10, 2010 – JVC today announced that it has been named an International CES Innovations 2011 Design and Engineering Awards Honoree for its flagship home theater projector, the DLA-X9. Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, engineers and members of the media to honor outstanding design and engineering in cutting edge consumer electronics products across 35 product categories.

The DLA-X9 is a THX® 3D Certified projector that is built using hand-selected, hand-tested components and provides a 100,000:1 native contrast ratio. It uses three 0.7" 1920 x 1080 [D-ILA devices](#) and is designed around JVC's third generation D-ILA High Dynamic Range optical engine that is optimized to provide exceptional native contrast ratios without a dynamic iris to artificially enhance contrast specifications. For 3D display, the projector comes with two pairs of 3D glasses along with a PK-EM1 3D Signal Emitter. It goes on sale later this month, one of three new 3D-enabled home theater projectors recently announced by JVC.

The prestigious Innovations Design and Engineering Awards have been recognizing achievements in product design and engineering since 1976. It is sponsored by the Consumer Electronics Association (CEA)®, producer of the [International CES](#), the world's largest consumer technology trade show.

The JVC DLA-X9 will be displayed at the 2011 International CES, which runs January 6-9, 2011 in Las Vegas, Nevada. The Innovations Design and Engineering Showcase will feature honorees by product category in the Grand Lobby of the Las Vegas Convention Center. In addition, the projector will be demonstrated at the JVC U.S.A. CES exhibit, booth 8226.

The Innovations entries are judged based on the following criteria:

- Engineering qualities, based on technical specs and materials used;
- Aesthetic and design qualities;
- The product's intended use/function and user value;
- Unique/novel features that consumers would find attractive;
- How the design and innovation of the product compares to other products in the marketplace.

Products chosen as Innovations honorees reflect innovative design and engineering of the entries. Examples may include the first time various technologies are combined in a single product or dramatic enhancements to previous product designs.

Innovations 2011 Design and Engineering honoree products are featured on www.CESweb.org/Innovations, which lists product categories, as well as each product name, manufacturer information, designer, description, photo and URL.

JVC Canada Inc, is a wholly-owned subsidiary of Victor Company of Japan Ltd., with branches located in Toronto, Vancouver, and Ottawa, JVC distributes a complete line of video and audio equipment, including high definition displays, camcorders, DVD players and recorders, satellite systems, home and portable audio equipment, mobile entertainment products and recording media. For further product information, visit JVC's Web site at <http://www.jvc.ca> or call 1-888-293-1311.

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