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TOSHIBA ANNOUNCES NATIONWIDE AVAILABILITY OF LCOS TECHNOLOGY

*The World's First and Only Three Chip 1080p LCOS Projection Television Is Available
For The First Time*

CES, LAS VEGAS, January 8, 2003 – Toshiba America Consumer Products Inc., a leader in innovative digital color TV technologies, announced today that its 57” Liquid Crystal on Silicon (LCOS) based Projection TV is now shipping to select Cinema Series® retailers nationwide. Featuring the world’s first three-1080p chip system, the Toshiba Cinema Series® 57HLX82 57-inch projection TV utilizes LCOS technology to bring the future of home entertainment into today’s home theaters. By combining its rich engineering tradition with many of the key technologies that have made Toshiba’s Cinema Series® line a leader in projection television and HDTV, Toshiba has created a new reference for digital displays.

“Consumers have been anxiously awaiting the opportunity to bring the extraordinary contrast and amazing detail of this LCOS technology into their home theaters,” noted Scott Ramirez, Toshiba Vice President of Marketing. “The Toshiba 57HLX82 delivers on the original promise of HDTV by providing the highest resolution television available to consumers, with more than twice the resolution of other digital light engine projection TVs.”

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Toshiba utilizes three 1080p LCOS chips – red, green and blue (RGB) - each with a resolution of 1920 horizontal x 1080 vertical or 2,073,600 pixels. LCOS is a reflective chip technology that maximizes brightness and contrast while virtually eliminating picture artifacts for unbelievable picture quality. The result is an image with over two times the resolution of other digital displays on the market. No television comes close to providing the quality image that the Toshiba 57HLX82 offers.

“With the 57HLX82 we have achieved what no other projection set on the market can offer – true 1080p resolution for unparalleled picture quality,” noted Ramirez. “We also have the industry’s finest pitch screen at under .1mm which greatly contributes to the astoundingly clear image of the Toshiba LCOS set.”

Because of the space saving design of the LCOS Digital Light Engine, Toshiba has made cabinet space available for either component or center channel speaker storage, which can be hidden behind the grill cloth. The super-thin flat-panel projection set (about 18 inches deep) with real brushed aluminum side poles and trim create a dramatic appearance, and the floating anti-reflective glass shield and touch panel controls create a clean, sleek look that accent the set’s dramatic picture quality.

Offering full connectivity and compatibility with all of today’s consumer electronics devices and components, the 57HLX82 comes equipped with a full array of rear input jacks, including DVI with HDCP. DVI allows for connection to current digital sources and is ‘future proof’ as digital sources continue to expand.

In addition, the set provides two sets of ColorStream® component inputs, dual RF and three ‘S’ video inputs (one front, two rear). The 57HLX82 internal scaler up-converts all incoming signals to 1080p. The 57HLX82 also accepts computer input via a 15 pin D-sub connection and because of the properties of the LCOS chip there is no concern of phosphor burn from static images, which makes the 57HLX82 ideal for computer graphics and video gaming.

The Toshiba 57HLX82 includes two screen-height full range speakers along with high performance acoustic suspension woofers protected by a perforated metal grill. The robust 40-watt amplifier powers the four speakers and the Virtual Dolby (using the digital audio input), simulates Dolby Digital 5.1-channel, six-speaker surround sound from the TV's speakers. SRS® TruSurround creates the impression of speakers around the room—using only the television's internal speakers—for a more dramatic, enveloping sound. Optionally, the center channel input allows the television's speakers to be used as a center channel when used with a surround sound receiver.

The Toshiba 57HLX82 also comes with an Illuminated A/V Universal Remote Control that allows users to easily and accurately control up to six components, including TV, DVD, VCR, Cable (Satellite) and two audio sources. With TheaterLink™ IR Control System users can operate their video components—using the IR output port and IR blaster—by simply pointing their remote at the TV screen, even if the components are hidden away.

The Toshiba Cinema Series® 57HLX82 is now available at select Cinema Series® retailers nationwide at a suggested retail price of \$8,999.99.

About Toshiba America Consumer Products, Inc.

Toshiba America Consumer Products, Inc. is an independent operating company, owned by Toshiba America, Inc., a subsidiary of Toshiba Corporation, a world leader in high technology products with subsidiaries worldwide. Toshiba America Consumer Products is a pioneer in DVD technology and a leading manufacturer of a full line of home entertainment products, including televisions, home theater projectors, combination products and portable devices. Toshiba America Consumer Products is headquartered in Wayne, New Jersey with production facilities in Lebanon, Tennessee. For additional information please visit www.toshiba.com/tacp.

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