

HITACHI AT THE FOREFRONT OF HOME ENTERTAINMENT TECHNOLOGY WITH HDD/DVD RECORDERS

May 2006: Australian's are highlighted as being early adopters of technology and have embraced DVD recorders for their high picture quality and convenience, making them a key technology in their home entertainment setup.



With DVD recorders replacing VCRs at an astounding rate as the preferred recording choice, and now also replacing DVD players, Hitachi will offer 160GB and 250GB HDD/DVD models in August this year.

The ideal partner for your HDTV, Hitachi DVD Recorders feature HDMI 1080i upscaling to improve your DVD, video and TV quality to a virtual HD picture quality.

Convenient Super Multi-drive technology allows users to play and record in every DVD format including DVD-RAM, DVD-R, DVD-RW, DVD+R and DVD+RW.

Specific to DVD-RAM discs, these can be recorded and erased repeatedly up to 100,000 times without losing the DVD quality viewing characteristics and also offer simultaneous recording and playback on the same DVD-RAM disc so you don't have to wait to watch your DVDs.

The Hitachi DVD Recorder range features Disc Navigation, allowing you to easily find recorded material and with four different recording modes to choose from; High Quality, Standard, Long Play and Extended Play, you select the quality level and amount of storage space on one disc.

In-built editing functions and the ability to record directly from your Camcorder will assist the novice filmmaker to produce expert home movies. With the DV input terminal, you can burn DVD discs directly from tape camcorders ensuring precious memories are preserved.

Including a JPEG photo function, the DVD Recorder allows you to view digital photos directly from a CD-R/RW or a memory card. The recorder also supports MP3 playback from a CD-R/RW or memory card, allowing you to listen to MP3 downloads.

The Hitachi DV-DS163E and DV-DS253E are also fully compatible with 8cm discs recorded in Hitachi DVD Camcorders, including unfinalised DVD-R discs.

Currently only available in Japan the world first Terabyte DVD Recorder will store one terabyte of data - up to 128 hours of high-definition digital broadcasting or up to 1700 hours of standard television. The Terabyte DVD recorder will be available to consumers in Australia mid to late 2007.

A large player in the DVD Recorder market in Japan, Hitachi took 23% market share in 2005 with plans to increase this to 30% in 2006.

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DV-DS163E 160GB HDD/DVD Recorder
DV-DS253E 250GB HDD/DVD Recorder

- Super Multi Recording
(DVD-RAM / -RW/ -R/ +RW/ +R)
- HDMI 1080i Up Scaling
- Large HDD Capacity – 160GB & 250GB
- Memory Card Slot
- DVD +R Double Layer Recording
- DivX Playback
- DV Input
- Easy Graphical User Interface
- Slim Design
- Short Depth: 430(W) x 54(H) x 275(D)

DV-DS163E

RRP: \$849



DV-DS253E

RRP: \$949



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