

# Fujitsu's finest

Finally, we can actively demonstrate HD to consumers. But although it has been relatively easy to sell consumers an idea, now that it's tangible we need HD screens that really perform...



**W**hat a year this is turning out to be for TV technology and broadcasting! As you read this, the first batch of Sky HD boxes is wending its way to the first lucky UK consumers – in time for Sky's broadcast of *Star Wars: Revenge of the Sith* in high-def, and in readiness for the BBC's HD World Cup coverage. What these early adopters plan to watch all this fabulous HD footage on is open to debate, but if they had been armed with all the necessary facts at time of purchase, chances are they'd have chosen a Fujitsu.

## PERFECT PITCH

As reported within these pages last month, Fujitsu General's 50 Series range of displays is so good with HD that it has been bamboozling specialist magazine reviewers into believing that the panels' standard-definition performance is (no pun intended) sub-standard. This is certainly not the case. The HD picture quality on offer from Fujitsu screens is simply so sharp, so detailed and so realistic, that anything other than HD pales in comparison.

"Line-up a Fujitsu display alongside any other you care

to mention, and SD performance will be comparable," says Mark Anderson, Fujitsu's UK operations manager. "But compare high-definition feeds, and the differences will become immediately apparent: Fujitsu panels love HD!"

## DREAM SCREENS

With Sky HD now a reality, Fujitsu has planned a new assault on the so-called mainstream manufacturers, the 51 Series. This range focuses on picture quality above all else, and is a custom installers dream.

Offering even greater contrast and brightness levels and the latest glass panels, the 51 Series incorporates 42in and 50in models, the former being the first 1024x768 resolution 42in display. Both boast two HDMI connectors and the outstanding AVMI processor (see right), which remains the best on the market.

Like the 50 Series, this new range is outstanding with high-definition, and produces incredible levels of fine detail.

"Our HD models can produce more fine detail in HD than the competition", says Mark Anderson. "This is down to the fact that they process each pixel individually using

four fields – two current interlaced frames and the two previous frames. This is possible because the AVMI processor is four times more powerful than any other on the market."

## WOW FACTOR

It will probably take a while, but once consumers have got used to the finer detail offered by high-def, and have come through the 'wow factor' honeymoon period, they will start to appreciate differences amongst HD displays.

"This is when you'll start to see the bucket end of the market coming unstuck," adds Anderson. "The cheaper brands will begin to get found out as consumers' eyes become accustomed to high-definition and can see beyond the brilliance of the broadcasted or disc material."

HD remains, for the time being, a premium 'product'. To

enjoy it, consumers have got to invest in additional pay services and new disc media – and that's in addition to the cost of a HD-ready display. Once they've crossed into this new, premium, HD mindset, UK consumers are much more likely to pay more for screens that really do the business with HD. And that's where Fujitsu's new 51 Series comes in.

"These buyers have invested serious money in Sky's HD service, as well as new HD disc hardware and discs, so they're going to be seriously disappointed if the picture is nothing short of revelatory – and rightly so!" says Anderson.

With the best HD pictures money can buy, and excellent margins for retailers, is it any wonder that Fujitsu is making a name for itself as the de facto HD brand for custom installers? Can you really afford to stock anything else?



## PROCESSING PROWESS

AVMI processing is the most advanced de-interlacing technique: a true pixel-based motion-adaptive approach, where motion is identified at the pixel level rather than the frame level.

It is impossible to avoid discarding pixels in motion during de-interlacing, but AVMI processing is careful to discard only the pixels that would cause combing artefacts. Everything else is displayed with full resolution.

Pixel-based motion-adaptive de-interlacing avoids artefacts in moving objects and preserves full resolution of non-moving portions of the screen, even if neighbouring pixels are in motion.

To recover some of the detail lost in the areas in motion, AVMI implements a multi-direction diagonal filter that reconstructs some of the lost data at the edges of moving objects, filtering out any "jaggies."