

The JVC D-ILA Projector Promise: A JVC D-ILA projector will always display the best overall picture compared to any equivalent priced projector. This includes resolution, color, black level, contrast and brightness. Make a direct comparison. You will be convinced!

Feature Comparison Chart:

	Sony 285	Sony 385	JVC X590	JVC X790	JVC X990
Retail Price:	\$4999	\$7999	\$3999	\$5999	\$7999
Display:	4K Native		E-Shift5		
Lens:	Hybrid		Glass		
100% DCI Color:	No		No	Yes	
Lumens:	1500		1800	1900	2000
Contrast:	Not Rated		40K:1	130K:1	160K:1
HDMI:	13.5Gbps (4K/60P/8 bit max.)		Full Speed, Full Spec 18Gbps (includes 4K/60P/10 bit)		
Adjustable Iris:	No	Yes	Yes		
Dynamic Iris:	No	Yes	Yes		
Lens Memory:	No	Yes	Yes (Also 4K Anamorphic Scaling)		
Noise Level:	25dB		21dB		

Brightness for UHD & High Ambient Light: 40-50 foot lamberts is necessary to view 4K/UHD/HDR content with a projector. Extra brightness also improves viewing content in higher ambient light. How does that translate with popular screen sizes?

16x9 1.3 gain screen`	Sony 1500 Lumens	JVC 1800 Lumens	JVC 1900 Lumens	JVC 2000 Lumens
110"	54.31fL	65.17fL	68.79fL	72.41fL
120"	45.64fL	54.76fL	57.8fL	60.85fL
130"	38.88fL	40.23fL	49.25fL	51.85fL
140"	33.53fL	35.05fL	42.47fL	44.70

Not Enough Brightness

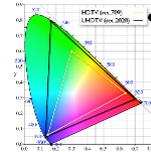
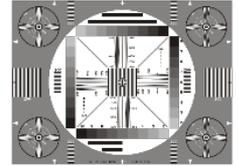
Borderline

Good Choice

Why does JVC consistently offer the best picture?

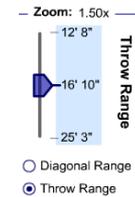
Picture Quality is not any one item. Just like you would never purchase a car just for a single performance spec, when evaluating a projector it is important to consider resolution, color, brightness, black level and contrast, and how each manufacturer blends them together to create the overall best picture.

- Resolution** is the result of the imaging device used along with lens optics, picture processing, black level, and contrast at the correct viewing distance. **The JVC Advantage: 4K e-shift5 combined with an all-glass lens. An all glass lens has the best resolution and is not affected by heat in a projector.**



- Color Quality** in a home theater projector is determined by the light source and the filtration method used. In order to reproduce all the color in today's UHD content, a display needs to reach 100% of DCI-P3. **The JVC Advantage: Cinema Filter for 100% DCI-P3 Coverage (DLA-RS540/640)**

- Brightness** in a projector is a function of the light source and the design of the optical path. Brightness is important for 4K/UHD/HDR viewing and high ambient light applications.



JVC DLA-X570R Projection Calculator

Lens: Throw Ratio: 1.40 - 2.80, Zoom Ratio: 2.0

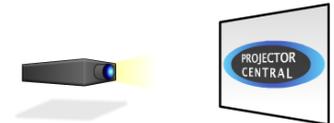
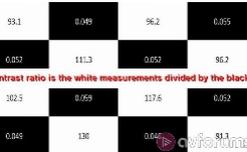


Image Brightness: 18 fL



- Black level and Contrast** are affected by the imaging device, the light path and the optical path. **The JVC Advantage: Our 3-Chip D-ILA light engine offers the highest black level & contrast in the industry. The DLA-X790/X990 take that to the next level with a dual aperture light engine design.**

Full Speed, Full Spec 18Gbps HDMI: JVC can accept a 4K/60P/10 bit/HDR signal. This is very important for the newest 4K streaming devices and select 4K UHD discs. The Sony VPL-VW285 & VPL-VW385 cannot accept those signals with full quality in any manner.



- Adjustable Iris:** Brightness on a JVC projector can be adjusted in 16 steps to match what is needed for that specific home theater. Sony can't do that on the VPL-VW285.
- Dynamic Iris:** The Iris on a JVC projector can dynamically adjust to the brightness of the scene, for dramatic fades and sparkling highlights. Sony can't do that on the VPL-VW285.
- Lens Memory:** All JVC projectors offer Lens Memory, for best compatibility with ultra-wide theater screens. The Sony VPL-VW285 cannot do that.

4K Anamorphic Scaling: All JVC projectors offer 4K anamorphic scaling for use w/ ultra-wide screens. The Sony VPL-VW285 & VPL-VW385 cannot do that.

