

Runco CinemaWall XP-103DHD 103-Inch Plasma HDTV



Runco International introduces its 103-inch flat panel, the CinemaWall™ XP-103DHD. A true statement piece for the most discerning of home theater customers, the XP-103DHD plasma display brings world-famous Runco engineering and design quality to the ultra-large 1080p full-HD plasma category.

“Runco continues to provide leading-edge product to their exclusive network of dealers and highest-echelon customers looking for display solutions that are truly enviable,” said Scott Hix, vice president and general manager, Home Theater. “This breathtaking plasma display epitomizes the heritage and reputation of the Runco brand with a luxury display that complements the exclusive lifestyle.”

The XP-103DHD elevates image quality to the highest levels, boasting impressive brightness and contrast ratio, deep black levels and the most accurate colorimetry yet available. Additional engineering enhancements include sophisticated 16-bit digital video processing resulting in 4096 steps of graduation for seamless images, completely void of the "solarization" and "stair stepping" characteristics previously plaguing digital flat panels (plasma buying guide).

The CinemaWall XP-103DHD delivers 1920 x 1080 native resolution, provides ISF calibration modes for the installer's convenience and addresses the unique needs of the most demanding customers. It includes DVI with HDCP and RS-232 inputs for connection to its outboard DHD Digital Controller. Runco's next-generation DHD features a wealth of inputs and switching, and incorporates Runco's ViVix II digital video processing technology, which prevents distortion-causing "double scaling."

The XP-103DHD features Runco's venerable VirtualWide™ aspect ratio mode for viewing 4:3 content in widescreen without appreciable picture degradation.

The included DHD Controller/Processor maintains a pure digital signal path from input to output, and includes a broad array of video input choices including two HDMI inputs with HDCP. The home automation interface includes IR and RS-232 capabilities with discrete input selection, power on/off, aspect ratio control and more.

The XP-103DHD not only represents a leap forward in high definition flat panel technology, but these engineering advances in plasma design ensure a long life in virtually any installation, extending to as much as 60,000 hours. Despite its massive screen size, the XP-103DHD is a mere 5 inches thin.

Looking to be envied in your neighborhood? How about a 103" plasma display from Runco? If you have the cash, Runco has the unit for you, and it is guaranteed to make you the most popular guy in town, especially during this festive season!

