



VIZIO Introduces New High Performance XVT HDTVs Offering Highest Value in Audio and Video Performance

- VIZIO is now offering 3 new HDTV models offering the latest technology in both LCD and Plasma that significantly enhances Video and Audio performance for consumers and prices that are very affordable.

- Two LCD Full High Definition TVs with 120Hz refresh rate, Smooth Motion Video Processing, 5 ms response rate and 5.1 virtual Surround Sound using SRS TruSurround XT, upgradeable to Wireless 5.1.

- 50" Full 1080p Plasma HDTV that includes Silicon Optix REON HQV processing, 30,000:1 Contrast Ratio, 1200 nits brightness and 5.1 virtual surround sound with SRS TruSurround XT included.

Irvine, CA. - June 25, 2008 - VIZIO, the fastest growing brand of flat panel HDTVs in North America, today introduced a new line of products called the XVT Series, offering more features and extended performance at breakthrough prices. Distinguished with bold new packaging, which sports an elegant black/grey lava and gold VIZIO logo, the first three models within the XVT series are the **SV420XVT** and **SV47XVT** LCD HDTVs featuring 120Hz processing in addition to the **VP505XVT** Plasma HDTV which provides full 1080p and HQV processing. These Full HD 1080p TVs offer VIZIO's highest value with the latest advancements in video display technology. The distinctive and sleek industrial design is highlighted by thin, piano black bezels.

“Full 1080p resolution has certainly come of age, especially as lower cost, next generation HD disc players and games make their way into the warehouse and department store channels,” says Laynie Newsome, vice president sales at VIZIO, Inc. “The XVT series is just one example of the best-of-breed products VIZIO offers as we continue to create the widest selection of HDTVs with state-of-the art performance and features.”

VIZIO SV470XVT and SV420XVT 120Hz LCD TVs

Boasting 120Hz and Full HD 1080p resolution, the SV470XVT (47") and SV420VXT (42") incorporate VIZIO's Smooth Motion technology that delivers flawless video frame after frame. The faster refresh rate of 120Hz is twice the speed of many other LCDs (60Hz) and eliminates motion blur from fast-action movies and video games. Since judder, a visual artifact that can occur when film is transferred to video, and motion blur are more visible on screens larger than 32", Smooth Motion is critical for delivering the best picture performance possible from any video input format on both the SV470LF and SV420LF.

Over two million pixel resolution (1080p) provides superior clarity, while the high contrast ratio of 6500:1 ensures exceptionally deep, rich blacks and brilliant colors. VIZIO Select® provides customized video settings that are preset for specific content such as movies, sports and TV.

The SV470LF and SV420LF use SRS Labs' TruSurround XT® audio processing for premium virtual

surround and they are also compatible with the VIZIO SV5.1 Upgrade Kit that adds 5.1 surround sound functionality with the inclusion of rear channel speakers and a wireless subwoofer. Both include the new brushed aluminum-trimmed VUR8 Universal Learning Remote with Picture-In-Picture keys, handsomely designed to control an entire A/V system.

Each model provides side access HD Game Ports with two HDMI v1.3 inputs for fast connections of game consoles, camcorders and other portable sources, in addition to two HDMI ports on the rear panel.

Available through traditional consumer electronics retailers such as Circuit City and Sears and Club retailers like Costco and Sam's Club, the new VIZIO SV420XVT and VIZIO SV470XVT are planned to ship in July and carry estimated selling prices of \$1499.99 and \$1899.99 respectively.

VP505XVT FULL 1080p Plasma with SILICON OPTIX HQV (Hollywood Quality Video) Processing

VIZIO jumps deeper into Full High-Definition 1080p plasma performance with a bang to capture the imagination of even the most discerning consumers with the 50" VIZIO VP505XVT. Plasma TVs are the preferred choice for superior color, higher contrast ratios, longer panel life and fast refresh rates.

To ensure smooth, crisp, clean, and more vibrant images, VIZIO integrated the Silicon Optix's REON HQV processing into the VP505XVT. This advanced technology brings out even the finest details with both Standard Definition (SD) and High Definition (HD) sources. Rendered colors are more natural, showing true color tones as they were intended. Moreover, Silicon Optix HQV's advanced noise reduction removes noise and artifacts caused by signal compression from cable and satellite providers. Since the HQV's REON chip can process two full channels of HD or SD channels, this allows users to achieve full resolution with picture-in-picture images.

The VP505VXT is compatible with all of today's popular input resolutions [1080p, 1080i, 720p, 480p and 480i] and uses an integrated, DTV-compliant HD/QAM tuner so users can enjoy high definition and regular television programs with or without paid high definition service. Not only does the VP505XVT incorporate the most advanced video display technology, it meets all the requirements a consumer would need for the upcoming DTV transition in 2009.

The VP505XVT is significantly brighter than previous VIZIO plasma models boasting an amazing contrast ratio up to 30,000:1 providing rich, deep blacks for a more natural and realistic image. Additionally, the VP505XVT extends the panel life to 60,000 hours to 100,000 hours to half original brightness. Plasma TV's are now reaching the same levels of long life that has always been a benefit of LCD technologies.

Like the SV470XVT and SV420XVT, the VP505XVT use SRS Labs' TruSurround XT® audio processing for premium virtual surround and they are also compatible with the VIZIO SV5.1 Upgrade Kit that adds 5.1 surround sound functionality with the inclusion of rear channel speakers and a wireless subwoofer. Both include the new brushed aluminum-trimmed VUR8 Universal Learning Remote with Picture-In-Picture keys, handsomely designed to control an entire A/V system.

The VP505XVT also features its newest Brandy Wine colored speaker grill, further driving stylistic details into the fine construction of the entire VIZIO VP line of plasma products. Taking it a step further a side access HD Game Port with two HDMI v1.3 inputs for fast connections of game consoles,

camcorders and other portable sources, in addition to two HDMI ports on the rear panel.

VIZIO sets itself apart from the crowd by being the first manufacturer to include a 6' HDMI cable within the carton in lieu of commonly inserted composite video and audio cables. HDMI allows the highest level of High Definition television video and audio to be transmitted through a single cable and VIZIO wants customers to experience the truest HD quality experience with their new VIZIO plasma display.

Available through traditional consumer electronics retailers such as Circuit City and Sears and Club retailers like Costco and Sam's Club, the new VIZIO VP505XVT will ship in July with an estimated selling price of \$1699.99.

About VIZIO

VIZIO, Inc. "Where Vision Meets Value," headquartered in Irvine, California, is America's #1 LCD HDTV Company*. The VIZIO brand has been seen and heard on TV and radio, including NBC's Today Show, ABC's Good Morning America, Dr. Phil, The Ellen Show and Live with Regis and Kelly, won numerous awards from leading publications including a #1 Ranking in the Inc. 500 for Top Companies in Computers and Electronics, Good Housekeeping's Best Big-Screens, CNET's Top 10 Holiday Gifts, PC World's Best Buy, Sound & Vision's Editors Choice, Home Theater Magazine's Rave Award, PC Magazine's Editors Choice, AVRev.com's #1 Product We Love the Best and The Perfect Vision's Products of the Year. VIZIO is bringing vision to the consumer electronics market through practical innovation. VIZIO products offer customers advanced technologies at the most affordable value. Products include the VIZIO, Maximvs and Gallevia lines of Plasma and LCD HDTVs. Many of these products can be found at BJ's Wholesale, Circuit City, Costco Wholesale, Sam's Club, Sears, Wal-Mart, and other retailers nationwide along with authorized online partners. For more information, please call 888-VIZIOCE or visit on the web at www.VIZIO.com.

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* DisplaySearch research for 20" + LCD HDTVs in year end 2007.

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