



Pioneer Elite Blu-ray Disc Player Fulfills Promise of the HD Disc Format with Unbeatable Picture Quality

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Pioneer Electronics (USA) Inc. offers the pinnacle of home theater to entertainment junkies with the introduction of its next generation Blu-ray Disc® player, the Elite® BDP-94HD. The well-rounded player offers playback of the newest high resolution audio formats, home networking capabilities and is easily integrated into even the most complicated home theaters. However, it shines most in its ability to deliver stunning image quality of Blu-ray Disc titles.

“The decision to purchase a Blu-ray Disc player is generally made because a consumer recognizes the benefits of the HD quality. This new player is a prime example of our dedication to exceptional quality, creating sights and sounds that leave an emotional impression for movie enthusiasts,” said Chris Walker, senior manager of marketing and product planning at Pioneer Electronics (USA) Inc. “A significant aspect to a quality home theater is convenience and this unit is designed to deliver high performance with minimal user effort for a premier entertainment experience.”

The BDP-94HD arrives at specialty retailers this month, and will be bundled with two Blu-ray Disc film titles giving consumers the opportunity to enjoy these feature films in premium Dolby® TrueHD lossless advanced audio. The BDP-94HD has a suggested price of \$1000.

Home Theater Integration

Pioneer designed the BDP-94HD for seamless home theater integration via HDMI® Consumer Electronics Control (CEC) technology. The new feature allows users to synchronize the Blu-ray Disc player with multiple CEC-enabled home theater products to manage an entire system with a single remote control. The newly designed graphical user interface enables simple navigation with easy to read icons.

Home Media Gallery

The BDP-94HD offers an enhanced version of Pioneer’s exclusive Home Media Gallery home networking feature. With faster navigation, consumers can stream video and music content as well as view photo slideshows directly from their computer in high definition. With IP networking and a new user interface, Pioneer makes it extremely easy for users to access and load protected content and even download new digital media files straight from their computer for immediate viewing through the player on a large flat screen television. It is compliant with Digital Living Network Alliance (DLNA), Windows PC’s using Windows Media Connect, and Microsoft’s playsforsure™ DRM technology.

Movie Theater Playback Performance

Pioneer ensures smooth universal product compatibility with state-of-the-art HDMI connectivity to rapidly transfer pure digital video and audio data between source and display resulting in uncompromised imagery of Blu-ray Disc and standard definition DVD. It offers superb audio performance with internal decoding of premium Dolby TrueHD lossless audio technology for high-definition content and Dolby® Digital Plus, a highly flexible audio technology that delivers outstanding high-definition sound and up to 7.1 channels of surround sound for a richer, more involving entertainment experience.

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