

PRESS RELEASE

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PALLADINE TECHNOLOGY TO LAUNCH FULL SERIES OF DYNAMIC RGB LED BACKLIGHTING TV WITH HIGH RESOLUTION PC SUPPORT

SINGAPORE (15 May 2010) – Palladine Technology Pte Ltd, a producer of Digital display TV, today announced the launch of Palladine PLE Range of LED TV with 2 Series, L Series and H Series.



Integrated with the latest LED backlighting Flat Panel the PLE range uses RGB Dynamic LED Backlighting method, allowing dimming to occur locally to create specific area of darkness on the screen. This method shows truer black, whites and at much higher dynamic contrast ratio and with wider colors gamut to enhance the quality of the pictures especially in dark scene.

The Palladine PLE Range which will have display sizes from 19” to 42”, are digital display with either Full High Definition or HD Ready video playback up to 1080p. However as not all video content is HD or Full HD, to further enhance the viewing pleasure, the PLE Range are integrated with the latest video scaling technology from the US that features 3D Comb Filter and 3D Interlace for intelligently filtering analog signal to a digital display. 3D Comb Filter provides correction to details & color loss to provide high quality video image to analog signal like RF and composite inputs. 3D Interlace provide the best video conversion possible by converting a YUV video inputs to a progressive YUV or RGB output.

With LED Backlighting and the latest chipset solution from the US that does not require high power operation, the PLE Range is also an Eco TV that can save energy comparing

to standard LCD TV by up to 40%. For the L-Series model PLE2200L, a 22" Full HD TV the typical power consumption is only about 35 watts.

The PLE Range will have 2 Series. The L-Series, which is for room size TV from 19" to 24", and the H-Series which is for mid-screen size from 32" to 42", where both series will have Full HD and HD Ready 1080p version to suit different market needs.

Targeted at the need for a second TV and also the PC/Notebook user, except for the 19" which is a HD Ready 1080p TV, the L-Series is also a high resolution LED Monitor with PC RGB resolution support up to 1920 x 1080 pixel at a fast response time of not more than 5 milliseconds. The PC or notebook can connect to the L-Series via the D-Sub inputs or the HDMI inputs.

Super Slim Design, the H-Series will debut with 2 sizes, 32" and 42". For the 32" there will be 2 versions, the PLE3200H HD Ready 1080p which are to meet the main needs of watching TV and Video at an even more affordable price.

Similar to the 42" model PLE4200HT, the other version PLE3200HT is a Full HD LCD TV with WUXGA PC support. The Full HD version for both PLE3200HT and PLE4200HT is also a Full HD Media Player with USB 1.3 interface for play back of high definition video up to 1080p, high resolution picture/photos and HQ audio files. Both Full HD versions of the H-Series also come with a H.264 TV tuner to receive Full HD 1080p Mpeg 4 TV broadcasting.

Comes with a pair of built in 3watt 4 ohm speakers for the L-Series or for the H-Series with 2 x 9watt 8 ohm speakers, the Palladine PLE range beside having the standard TV connection like HDMI, component and composite, also have a Audio Video output to connect to your external audio/hifi systems. Alternatively there is also the 3.5 mm audio jack for your headphone. For the H-Series Full HD TV it also comes with digital audio output with the coaxial output provided.

The L-Series are schedule for mass delivery in mid-June 2010 and the H-Series will debut at beginning of July 2010.

Attached herewith are the general technical specifications.

For further information, please contact Jeffrey Chan at sales@palladine.com or log on to www.palladine.com.

[About Palladine Technology]

Part of the Palladine Technology Group, Palladine Technology Pte Ltd established in Singapore since 2002 primarily focus is on the development and manufacturing of the latest flat screen display for the next generation of high definition video for both the consumer and commercial application at an affordable price. With its 3 LCD TV assembly lines with capacity to produce up to 6,000 TV a month in one shift, Palladine also provide OEM/ODM services for their own brand TV or integration into appliances like Multimedia Refrigerator, Multimedia Cooker hoods and others.

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