



PRESS RELEASE

For Immediate Attention

NAD Introduces State-of-the-Art Blu-ray Disc Player with BD Live™ for Internet Connectivity

Fast-Loading New T587 Player Also Features BD Java, HDMI 1.3, Stunning 1080p Image Quality, and Advanced HD Audio Decoding

NAD Electronics has announced the forthcoming introduction of the T587 Blu-ray Disc Player, a premium player brimming with the latest features and offering a true High Definition source for digital Home Cinema systems.

The T587 is an advanced, state-of-the-art Profile 2.0 player that features BD Live™ and BD Java for a new level of interactivity with home entertainment media. BD Live enables Internet-connected users to access additional content, such as movie previews, alternate movie endings, and special features for Blu-ray viewers, from the studio that produced the movie being screened. BD Java is the interactive platform supporting advanced content for Blu-ray Discs.

NAD's New T587 Blu-ray Disc Player

The T587 does far more than play and interact with Blu-ray Discs. Its video and audio performance are both outstanding, and its versatility is suggested by its ability to play Blu-ray discs in BD-ROM, BD-R and BD-RE formats, conventional DVDs in NTSC and PAL, and several other popular disc formats, including DVD-R/RW, DVD+R/RW, CD-R/RW, and Audio CDs. The T587 also loads discs very quickly, unlike many other Blu-ray players that take more than a minute to do so. Anyone who has ever pressed Play only to stare at a dark screen as the seconds ticked away will appreciate this feature.

The T587, like other Blu-ray players, employs a violet laser whose light wavelength is shorter than the red lasers DVD and CD players use. This lets

the laser read a smaller spot that is more densely packed with the pits that generate the digital ones and zeros representing the picture and sound the player decodes. A Blu-ray Disc can have over five times the data capacity of a DVD, and can only be transmitted from the player to a TV display by the encrypted HDMI interface. High Definition playback requires the entire signal path be capable of a digital bandwidth of 150 Megahertz, which means employing the latest TVs and A/V Receivers, Category 2 HDMI cables, and a system that supports 1080p resolution.

Video Performance

With Blu-ray's native resolution of 1080p and pure digital transmission via HDMI, the T587 delivers stunning picture quality, especially on screen sizes 50 inches and larger. Even standard definition DVDs benefit from NAD's upscaling engine. The T587 supports 1080p at 24 frames per second for the most fluid motion available from film-based material, avoiding motion artefacts from the "3:2 Pull Down" effect common on conventional DVD players.

For enhanced image quality, the T587 also supports Deep Colour and xvYCC Extended Colour Space to provide an exceptionally wide colour gamut and further extend the colour range. Operating controls include fast forward and reverse, slow and step forward, search, repeat and random play, picture-in-picture, and a parental lock.

Audio Performance

The T587 delivers studio master quality audio in a home entertainment format. Most Blu-ray Discs offer a true high-definition audio, 7.1 Linear PCM soundtrack with 24-bit resolution. The T587 supports this format via HDMI. The T587 also supports the new HD formats from Dolby and DTS that offer 'lossless' compression. They can be decoded in the T587 and sent as LPCM via HDMI, or forwarded compressed to another component that supports decoding. The T587 also supports Audio CDs and CD-Rs with MP3 or WMA decoding, Dolby Digital Plus, and the legacy formats of Dolby Digital and DTS, which it transmits as bitstreams via HDMI, coax or optical connections. Dolby Digital Plus is a new backward-compatible Dolby format that significantly increases the bit rate for improved fidelity, and support up to 10.2 channels. Specially developed silicon rubber feet isolate vibrations from the player and the environment for the best possible performance.

The 587's ability to decode the newest lossless audio codecs from Dolby and DTS also serves as a cost-effective upgrade to the thousands of consumers who already own NAD T175, T785 and T775 AV Receivers by providing a

complete HD audio and video solution. When combined with the current generation of 1080p displays, the T587 makes a state-of-the-art Home Cinema more accessible and practical than ever before.

The T587's connection package is fully equipped for today's video and audio needs. It includes HDMI 1.3, Ethernet, composite, component, coaxial, left and right audio, and optical outputs on the rear panel. An external IR Input allows easy integration with advanced control and automation systems, and a front-panel USB port lets owners play music and picture files stored on a memory stick or portable MP3 Player.

The T587 Blu-ray Disc player will be available from authorized NAD dealers, through Armour Home, in December 2008 for a suggested recommended retail price of around **£850.00**.

RELEASE ENDS/NO EMBARGO PRODUCT AVAILABLE DECEMBER 2008

All information provided, including specifications, details and prices, are subject to change without notice. Price includes VAT.

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