



## **PRESS RELEASE**

### **For Immediate Attention**

#### **NAD Introduces Cutting-Edge Blu-ray Player Packed with Interactive Advantages**

**High-Performance, Wi-Fi Equipped T577 Enhances Home  
Cinemas with BD Live Web Access, 1080p Resolution, Deep  
Colour and Fast Loading**

NAD Electronics has announced the introduction of the **T577 Blu-ray Player**. The Wi-Fi equipped T577 expands the horizons of Home Cinema fans by expanding the viewing options to include the Internet and the ability to stream audio and video from a home network.

The T577 supports the latest Blu-ray discs and is compatible with existing CD and DVD collections. BD Live (Profile 2.0), 1080p/24 fps video resolution, Deep Colour and xvYCC extended colour space put the player ahead of the technological curve. Instant Open, fast loading and last scene memory features further increase convenience and ease of use. As a product certified by the Digital Living Network Alliance (DLNA), the T577 offers numerous wired and wireless options for seamless integration into the networked home and easy compatibility with a growing array of other DLNA Certified™ components.

The T577 also offers onboard decoding for the latest lossless high bit rate music formats from Dolby, including TruHD and DTS MA 7.1, as well as 7.1 analogue outputs. This allows any AV Receiver with a 5.1 or 7.1 input to reproduce the latest HD audio formats. The T577 delivers stunning picture quality in the Blu-ray format's native resolution of 1080p with pure digital transmission via HDMI outputs. NAD's upscaling engine gives even standard-definition DVDs a boost with resolution to 1080p over HDMI, and Component video output up to 1080i. The T577 also supports 1080p at 24 frames per second, displaying the most fluid

motion available from film-based material, when suitably supported by the TV. This avoids the so-called “3:2 Pull Down” motion artefacts commonly seen using DVD players.

In keeping with Blu-ray’s audio capabilities, the T577 provides a true high definition 7.1 Linear PCM soundtrack, uncompressed, with 24-bit resolution via HDMI, delivering studio master quality in a home format. In addition, the T577 supports the new HD formats from Dolby and DTS that offer ‘lossless’ compression. They can be decoded in the T577 and sent as LPCM via HDMI, or forwarded in compressed form to another component, like NAD’s M15 HD Surround Sound Preamplifier, which supports High Bit Rate decoding.

The T577 also supports Dolby Digital and DTS legacy formats, including Dolby Digital Plus, a new, backward-compatible format that increases the bit rate to improve fidelity and support additional channels, as well as Audio CDs, CD-Rs and CD-RWs with MP3 or WMA decoding. A USB 2.0 port on the rear panel allows playback of music and image files stored on a memory stick or portable MP3 player.

A broad array of additional features further enhance the T577, including BD Java and BD Live, which offer new levels of interactivity when supported by appropriate source materials. BD Live, for example, lets a viewer connect in real time over a broadband network to the studio that produced the movie he or she is watching for alternate takes and additional material.

The T577 loads Blu-ray discs very quickly, usually in just a few seconds, and has an Instant Open feature to swiftly eject a disc. Many players take over a minute to load picture, sound and navigation. The T577 also includes picture-in-picture capability and can simultaneously play HD and SD video. An external IR Input allows integration with advanced control and automation systems.

Click here for a detailed synopsis of the NAD T577:

<http://nadelectronics.com/products/blu-ray/T-577-Blu-ray-Disc-Player>

The NAD T577 Blu-ray Disc Player is available now at a suggested retail price of £799.00

## RELEASE ENDS/NO EMBARGO

For more information on NAD products, data sheets and images feel free to browse the NAD Press Room at <http://nadelectronics.com> Click on news, press room; user name is naddownload, password is naddownload.

All information provided, including specifications, availability, details and prices, are subject to change without notice. Prices include VAT.

**armourHOME**

NAD UK DISTRIBUTOR  
Armour Home Electronics  
Units 7-8, Stortford Hall Industrial Park  
Bishops Stortford, Herts. CM23 5GZ

Telephone: 01279 501111

[www.armourhome.co.uk](http://www.armourhome.co.uk)

NAD Media Contact: Andy Giles : [andy@andygilesassociates.co.uk](mailto:andy@andygilesassociates.co.uk)