Going where television has never gone before.
1,073,741,824 true colors.
One true revelation.

There are many brands of plasma displays, but only a few actual manufacturers. At the top of this short list, Pioneer is a true innovator at the forefront of plasma development.

Our latest breakthrough is Pure Drive, an exclusive all-digital drive that pushes the limits of high-performance plasma circuitry. Pioneer's patented technologies with optical glass and plasma cells will shape plasma panel design for years to come.

To these developments, add stylish design and exceptional ease of use—and the experience is pure entertainment pleasure.
Media Receiver, Side Speakers and Table top Stand are included:

PDP-5040HD
50” 16:9 High-Definition Plasma Television
- WXGA Resolution (1,280 x 768 progressive)
- Pure Drive Full Digital Image Processing
- ACE II (Advanced Continuous Emission II)
- Advanced PureCinema with 3-3 Pulldown
- ATSC/NTSC tuners
- Two HDMI Inputs

Dimensions: 50” x 29” x 3-7/8”
Weight: 83 lbs. 13 oz.

PDP-4340HD
43” 16:9 High-Definition Plasma Television
- XGA Resolution (1,024 x 768 progressive)
- Pure Drive Full Digital Image Processing
- ACE II (Advanced Continuous Emission II)
- Advanced PureCinema with 3-3 Pulldown
- ATSC/NTSC tuners
- Two HDMI Inputs

Dimensions: 44-1/8” x 25-11/16” x 3-7/8”
Weight: 67 lbs. 4 oz.

TV picture simulated.

PDP-5040HD/PDP-4030HD
- PureVision and PureCinema are registered trademarks of Pioneer Corporation.
- High Definition Television (HDTV) refers to a complete product/system with the following minimum performance attributes: “• Receiver: Receives ATSC terrestrial digital transmissions and decodes all ATSC Table 3 video formats • Display Scanning Format: Has active vertical scanning lines of 720 progressive (720p), 1080 interlaced (1080i) or higher • Aspect Ratio: Capable of displaying a 16:9 image • Audio: Receives and reproduces, and/or outputs Dolby Digital audio” Consumer Electronics Association, August 2000
- ENERGY STAR® and the ENERGY STAR certification mark are registered U.S. marks.
- HDMI, the HDMI logo and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC.
- “i.LINK” and the “i.LINK” Logo are trademarks of Sony Corporation.
- Dolby and the double-D symbol are trademarks of Dolby Laboratories.
- SRS WOW, SRS and (o) symbol are trademarks of SRS Labs, Inc.
PureVision plasma TVs are the culmination of Pioneer’s experience in designing and manufacturing plasma panels, receivers, and accessories. Each new development contributes to a superlative viewing experience, every single time you turn the unit on. The proof is right there on the screen.

**PURE DRIVE**

The heart of Pioneer’s new digital circuitry

Pure Drive keeps video signals entirely in a digital domain, vs. the conventional process of converting signals back and forth between analog and digital. This leaveless, all-digital process allows for greater control of the signal maintaining all of its original quality.

**Advanced PureCinema**

Film doesn’t translate directly to a standard that a TV can process; to display a movie, 6 frames per second (fps) must be added to the film’s original 24 fps to equal 30 fps, the standard that TV uses. Called 3-2 Pulldown, this interpolation process improved NTSC reproduction of film-based material, but generates uneven motion known as jutter. Pioneer solved the issue by developing an exclusive IC that enables 3-3 Pulldown, which synchronizes perfectly the frame rate of film and eliminates the need for interpolations. Now, film-based material on DVD, videotape, and regular TV will match the smooth, natural reproduction of film.

**Digital processing, absolute fidelity**

Pure Drive circuitry unifies and digitally processes all signals right up to the driver, from the instant they’re input into the receiver until they’re displayed as images. Also, each block in the image processing circuit is directly connected using the shortest signal path, to minimize image-degrading noise and signal deterioration. This adds up to superior retention of signal quality, from HDMI, PC*, or other signal sources.

**Deep Encased Cell Structure: true brilliance**

Pioneer’s patented Deep Encased Cell Structure has been upgraded with new green and blue phosphor elements, delivering unprecedented contrast and brightness: 1,100 cd/m² for the 43-inch and 1,000 cd/m² for the 50-inch panel. White reproduction is improved for more subtle nuance, while clarity is boosted for more natural, precise rendering of characters and images.
MPEG Noise Reduction smooths out images
For smoother-looking pictures, even when you’re viewing low-light scenes, MPEG Noise Reduction cuts "mosquito noise" caused by MPEG video compression used in DVD and HDTV sources.

Digital Noise Reduction for a cleaner picture
Special high-luminance cyclic Digital Noise Reduction circuitry reduces random digital noise, including color noise and inconsistency (especially seen in dark image areas) that arise in the signal reproduction process of terrestrial broadcasts, DVDs, and HD.

10-Bit 3D Y/C Separation ends dot crawl
Powered by Pure Drive, 10-Bit 3D Y/C Separation effectively keeps luminance and color noise called “dot crawl” and improving separate, reducing the annoying video noise and inconsistency (especially seen in dark image areas) that arise in the signal reproduction process of terrestrial broadcasts, DVDs, and HD.

Natural Enhancer for sharper detail
Natural Enhancer is an industry first technology that takes contour image correction to the next level. On any source, analog or digital, Pure Drive-powered Natural Enhancer cleans up those wavy Moire (“moray”) patterns and enhances the contrast at the edges of images—rendering a clean, detailed picture.

Dynamic Range Expander boosts contrast
Fuller use of video signal spectrum capacity expands dynamic range, for blacker blacks, whiter whites, and outstanding overall contrast. You can select among high, medium, and low settings for best results.

Digital CTI keeps colors honest
When two color images intersect on-screen, the usual result is a dithered pattern and a muddy combination of colors. For this reason, Digital Color Transformer (CTI) is used to maintain true color fidelity and color resolution.

Integrated ATSC Terrestrial DTV Tuner
A built-in next-generation terrestrial ATSC (Advanced Television Systems Committee-compatable) tuner features DTV (digital TV) program channel selection function to check or search for such programs. Connect the unit’s IEEE1394 (FireWire/Link) terminal to a D-VHS recorder to record DTV programs. DTV CC (closed caption) is also available.

Multi-Window Display: a great view x2
This is for those times when you want to watch two shows at the same time. Multi-Window Display takes dual-material viewing to new levels, letting you display any combination of HDTV, NTSC—even computer—either as twin images (50/50 split screen) or as Picture in Picture. Now, you can watch pro football on HDTV alongside fantasy football on your PC. Or a right-corner freeze frame of a golf swing alongside the telecast it came from. Or two music specials….OK, you get the picture.

Three surround modes mix things up
To expand your sound options, Pioneer plasma TVs feature three surround modes: SRS, for dynamic 3-D surround throughout an expansive listening area; TRU BASS for surprisingly big, natural bass sound; and FOCUS, which enhances the surround effect and shifts the sound field upward—ideal if the detachable speakers are installed horizontally underneath the plasma TV.

DTS, Dolby Digital, and Dolby Pro Logic
Dolby Digital with Dual Mono decoding provides 5.1-channel sound, with the center and subwoofer channels being exactly the same. Dolby Pro Logic brings multi-channel surround sound to analog sources (e.g., VCR, LaserDisc) by decoding the surround sounds and re-creating them in stereo balanced in the conventional left and right sound field. Dolby Pro Logic IIx, the latest version, adds another dimension of spatial accuracy and depth to the surround sound experience.

SRS X芬芳环绕声（SRS X-FINISH SURROUND）
SRS X芬芳环绕声（SRS X-FINISH SURROUND） technologies deliver true-to-life surround sound by creating a virtual 5.1-channel environment from stereo or multi-channel sources.

All pictures are simulated.

From living room to living theater.

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Included Accessories (for PDP-5040HD/ PDP-4340HD)

Swivel Table-top Stand
- Swivels 20 degrees to the right or left.
- Weight: 3 lbs. 12 oz./ 1.7kg
- 10-meter coaxial extension cable

Optional Accessories (for PDP-5040HD/ PDP-4340HD)

PDK-FS03
Solid Floor Stand
- 780(W) x 805(H) x 410(D) (without shelf), 9920 (with shelf) mm/ 21.0kg
- 37-1/8(W) x 27-1/2(H) x 18-1/4(ID) without (shelf) inch/ 16 lbs.

PDA-H03
Extension Cable
- Slim Wall Bracket
- Weight: 2 lbs. 13 oz./ 1.7kg

PWM-1011
Slim Wall Bracket
- 30-meter fiber-optic extension cable
- 26-15/16(W) x 13-13/16(H) x 15-3/8 inches/ 30 lbs. 14 oz.
- Swivels 20 degrees to the right or left.

PDA-H04
Fiber-optic Extension System
- Weight: 14 lbs. 5 oz./ 6.5kg
- Weight: 14 lbs. 5 oz./ 6.5kg
- Weight: 14 lbs. 5 oz./ 6.5kg

PFS-1011
Floating Floor Stand with Swivel
- Weight: 3 lbs. 12 oz./ 1.7kg
- 10-meter coaxial extension cable
- Swivels 20 degrees to the right or left.

PureVision Plasma Display

- Horizontal Scanning Frequencies: 15.625 — 45.0kHz (Video)/24.8 — 68.7kHz (PC)
- Vertical Scanning Frequencies: 45.0 — 84.997Hz
- TV Color Format: 3.58NTSC
- Pixel Pitch: 0.808mm (V) x 0.858mm (H)/ 0.698mm (V) x 0.930mm (H)
- Wide Viewing Angle (Horizontal/ Vertical): More than 160˚/ 160˚
- Protection Filter: Radiation/R Shielded, Anti-Reflection, Pure Color Filter
- Screen Size: 50 inches/ 43 inches diagonally
- Display Panel: 50 inches Plasma Panel
- Dimensions (W x H x D) mm: 1,270 x 833 x 101mm
- Dimensions (W x H x D) inches: 50 x 32 x 4 inches
- Standby Power Consumption: 0.6W (120V)
- Power Consumption: 407.5W/ 342.5W
- Power Requirements: AC120V
- HDMI Input: 2 (with HDCP)
- Audio Features:
  - Digital Color Decoder: Yes (10-bit)
  - Digital CTI (Color Transient Improver): Yes (ON/OFF)
  - Natural Resize: Yes
  - Natural Enhancer: Yes
  - Digital Noise Reduction: Yes (OFF/High/Mid/Low)
  - MPEG Noise Reduction: Yes (ON/OFF)
  - Color Temperature Control (Pre-Setting): Yes (3 Steps) (High/Mid/Low)
  - 3-Dimensional Y/C separation: Yes (10-bit)
  - PureCinema: Yes (Std. 60Hz/Adv. 72Hz)
  - HD Converter: Yes
  - Driving Method: AC
  - Wide Viewing Angle (Horizontal/ Vertical): More than 160˚/ 160˚

Specifications/Dimensions/Terminals

PDP-5040HD/ PDP-4340HD

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- Dimensions (W x H x D) inches: 50 x 32 x 4 inches
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  - HD Converter: Yes
  - Driving Method: AC
  - Wide Viewing Angle (Horizontal/ Vertical): More than 160˚/ 160˚

- Sleep Timer: Yes
- Power Saving Setting: Yes
- Auto Power Off (No Operation): Yes
- Auto Power Off (No Signal): Yes
- Plug & Play: Yes (DDC1 & 2B)
- Versatile Screen: Yes
- Picture Mode: 5 Modes (Standard/Dynamic/Movie/Game/User)
- Channel Return: Yes
- Auto Tuner Preset: Yes
- Remote Control Unit Illuminated Preset/Learning
- On-Screen Display: English/French/Spanish/Korean
- Selectable Screen Modes: Yes (4:3 , FULL, ZOOM, CINEMA, WIDE)
- V-Chip (Parental Guidance System): Yes
- Reception Channels VHF; Ch 2 — Ch 13, UHF; Ch 14 — Ch 69
- Reception System: American TV Standard NTSC System
  - Digital Terrestrial (ATSC Tuner): Yes
- Tuner Features:
  - External Speaker Output: 2 Way
  - Power Output: 13W + 13W
- Audio Features:
  - PC Compatibility*1: Yes (VGA, SVGA, XGA, WXGA)
  - Digital Color Decoder: Yes (10-bit)
  - Digital CTI (Color Transient Improver): Yes (ON/OFF)
  - Natural Resize: Yes
  - Natural Enhancer: Yes
  - Digital Noise Reduction: Yes (OFF/High/Mid/Low)
  - MPEG Noise Reduction: Yes (ON/OFF)
  - Color Temperature Control (Pre-Setting): Yes (3 Steps) (High/Mid/Low)
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Note: Specifications and design subject to modification without notice.