

50IN PLASMA TV



50IN PLASMA TV
PIONEER
PDP-508XD



£ 3000

FOR

Extraordinary picture quality; comprehensive specification; quality build

AGAINST

Not cheap, but worth every last penny of its premium price

VERDICT

We only give five star ratings, but if ever a product deserved more, it'd be this



Pioneer rewrites the rule book

GIL SCOTT HERON once wrote that the revolution will not be televised, but after testing this new Pioneer plasma, we've got to disagree. It's so much better than any other flat TV you can buy that it really isn't

"You'll see detail in dark scenes that no other TV can reveal"

that much of a leap to label it a revolution in TV. It'd also be fair to call it the best telly we've seen.

Okay, so that's quite some claim, but hear us out. Even now, several weeks after it first arrived in our offices, every reviewer on the team

is in awe of the quality of this set, so much so that we find ourselves remarking on it almost every day. It takes something very special to cause that kind of ruckus.

So, what has Pioneer achieved? First, the PDP-508XD delivers phenomenally black blacks: better than any previous plasma or LCD, and possibly even better than some cathode ray tube sets. Second, it delivers amazing contrast (a 16,000:1 contrast ratio is claimed). And third, it uses those advantages to deliver the most accurate and realistic colours we've seen. The upshot is a picture so fabulous that words don't do it justice: you've to see it to believe it.

We've been blown away by this TV's picture quality: it's our new reference

What, you want us to try? Okay. Watch *Ice Age 2* on Blu-ray, and you'd swear you're watching a new, as-yet-unreleased 3D version of the movie. Switch over to *Blood Diamond*, and you'll see detail in the film's dark scenes that no other telly even gets close to revealing. Wow, even daytime TV looks fun.

Full HD-friendly specification

Weaknesses? None. True, the Pioneer is expensive, but it's well worth it. And some might bemoan its 1365 x 768 resolution, but not us – besides, it accepts 1080p/24fps images (scaled to suit, of course). If it really bothers you, there's also a Full HD version due soon, but if it's even better than this – and we did say 'if' – we'll be even more amazed than we already are...

KNOW HOW NONE MORE BLACK

PICK UP A magazine or catch the TV adverts over the next few months, and you won't fail to notice Pioneer pushing its new 'Kuro' branding. Derived from the Japanese word for black, Project Kuro (as it was originally known) refers to the company's all-new, eighth-generation range of 42in, 50in and 60in plasmas, which boast simply astonishing black depth. That's been achieved by a combination of technologies designed to improve the efficiency of each plasma cell and soak up ambient light reflections in your room (and more besides). Pioneer claims an 80 percent improvement in black levels compared to earlier plasmas and, on this evidence, we'd have to agree.



KURO

ALSO CONSIDER ?

SAMSUNG PS50Q97HDX
★★★★★

£1500

July 2007

This is the best performance-per-pound set on the market at the moment: no match for the Pioneer in quality terms, but for screen real estate, it's a decent deal

PANASONIC TH-50PZ700
★★★★★

£3000

September 2007

Full HD plasma from one of the best brands in the business – but the Pioneer's black levels flatten it



SCREEN 50IN
ASPECT 16:9
RESOLUTION 1365 x 768
PROGRESSIVE SCAN PAL/NTSC
VIDEO INPUT HDMI, component, S-Video, Scart, composite
AUDIO INPUT Phono
DIMENSIONS (HWD) 72 x 122 x 12cm
WEIGHT 35kg