

# Research Newsletter

## VISUAL EVOLUTION AT ELECTRONICS SHOW

### SUMMARY

The 1989 Electronics Show, sponsored by the Electronic Industries Association of Japan (EIAJ), was held in Osaka in October and reflected the current interest in the consumer electronics market. Participants included 466 companies and organizations from 19 countries. The five-day show attracted approximately 255,000 visitors, with a notable increase in attendees from the Newly Industrialized Economies (NIEs).

### NEW VISUAL PRODUCTS

Many companies exhibited new products related to high-grade visual equipment, including large-screen TV, projection displays, and extended-

definition television (EDTV). The advanced S-VHS VCRs, which are rapidly becoming popular, were demonstrated through the use of videocassettes and received a great deal of attention from the attending public. Table 1 indicates the Japanese companies that presented new or existing consumer products at the show.

### Extended-Definition TV

Of the state-of-the-art consumer electronic products that were displayed, EDTV attracted the most attention. EDTV broadcasting service started on August 24, 1989, in Japan. The new Japanese EDTV system enables existing TV systems to receive ghost-free broadcasts. The EDTV manufacturers actively promoted their products at the Osaka

**TABLE 1**  
Japanese Participants in Visual Equipment Markets

Company	Color TV	Liquid Crystal TV	Satellite Broadcast Receiver	Portable VTR	Camcorder	Digital Audio Tape Recorder	TV Phone
Casio		*		*		*	
Citizen		*					
Fujitsu	*		*	*	*	*	
Hitachi	*	*	*	*	*	*	*
JVC	*	*	*	*	*	*	
Matsushita	*	*	*	*	*	*	*
Mitsubishi	*		*	*	*	*	*
NEC	*	*	*	*	*	*	*
Pioneer	*		*			*	
Sanyo	*	*	*	*	*	*	*
Sony	*	*	*	*	*	*	*
Toshiba	*	*	*		*	*	*

Source: Dataquest  
January 1990

show, because it was the first large-scale exhibition held since the new broadcasting service began. Table 2 summarizes the major features of the EDTV sets displayed by major suppliers.

### DATAQUEST CONCLUSIONS

In the Japanese color television market, there is an increasing demand for television sets with high-quality pictures and larger screens. These preferences reflect the Japanese consumers' regard for high-grade durable goods. With the rapid shift of purchasing trends from "anything available" to "something of value," it is natural to see a strong demand for color TV sets with higher qualities. This aim for the best available product is also observed in other consumer electronic equipment.

With this favorable environment, TV manufacturers expect the EDTV broadcasting service to stimulate the current sluggish demand for

TV sets. However, prices for the EDTV sets are more than ¥100,000 higher than prices of ordinary sets; we believe that a price reduction is needed before EDTV gains wide consumer acceptance.

The Broadcasting Technology Association (BTA) has begun development of second-generation EDTV, which is expected to be available in the next six to seven years. The second-generation products are expected to have higher-quality pictures and screens with 9:16 aspect ratios—the same as the high-definition TV currently under development.

In order to move EDTV into a major market, we expect television manufacturers to step up promotional measures, including advertising, software improvements, and price reductions.

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TABLE 2  
EDTV Comparison

Company	Size (Inches)	Product Code	Price (Yen)	Vertical Resolution	Horizontal Resolution	Connector for Ghost Free	Merits/Technology
Fujitsu	29	BS-29D35	410,000	450	—	X	Broadcasting satellite, built-in type
	32	BS-32D35	480,000	450	—	X	Broadcasting satellite, built-in type
	32	32V-D35	430,000	450	—	X	Audio-visual surrounding type
Hitachi	33	C33-ED1	408,000	450	—	X	High-capacity digital circuits
							Lower price
Matsushita	29	TH-29XD1	360,000	450	600	—	Three-dimension filter
	67	VIP70	4,500,000	450	650	—	Electronic conference use
NEC	29	C-29ED1	368,000	450	560	X	
	29	C-29ED2	398,000	450	750	X	Ghost-free tuner (GCT-1000/ ¥250,000)
							Scan converter (NSC-2100/ ¥480,000)
Sanyo	32	C-32ED1	460,000	450	—	X	Field memories and line memories
Sharp	33	33C-ED1	465,000	450	—	X	—
Sony	29	KV-29ED1	369,000	450	—	—	—
	45	KX-45ED1	2,430,000	450	—	—	OEM production (monitor type)
	45	KX-45ED1T	2,520,000	450	—	—	OEM production (tuner built-in type)
Toshiba	34	34ED1A(N)	468,000	450	—	X	Ghost-free TV tuner (TT-GC9/ ¥109,000)

Source: Dataquest  
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