


Headline: All the purity of liquid crystal

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All the purity of liquid crystal

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In a normal Indian household, most people worry about energy consumption of the AC or the fridge. Hence, the BEE energy star rating is crucially considered while buying a new AC or a refrigerator. On the other hand, TV is one of those devices that most people completely ignore in terms of power consumption. However, Onida has gone ahead and launched India's first LCD TV, the Onida 32 Diamond LC032DRT TV, that has a 5 star energy efficiency rating by BEE.

The 32-inch LCD TV scores in terms of looks with the glossy bezel sporting a dual shade of dark red mixed with black. All the buttons are placed on the top-side of the TV and even though this adds to the overall look of the TV, it would be an issue to access them in case the TV is wall mounted. All the ports are placed neatly on the left side of the bezel.

The 32 Diamond comes with 2 HDMI ports, 2 component and 2 composite video ports alongside a VGA and an S-video port. The USB port is also placed next to the connectivity ports itself and so is the power connectivity slot. The base stand provides good support and has swivel rotation. The LCD consumes 124W power while playing videos which is excellent compared to the competition.

In terms of performance, the LCD did exceedingly well. It showed excellent black and white levels, though the colours were not as bright as a Samsung or LG. Thanks to the full HD 1920 x 1080 resolution and the VisD engine, BluRay playback and gaming on the Xbox 360 was splendid with sharp details and outstanding clarity. Watching normal standard definition TV on the LCD was also fine, though when viewed from a close range, the display output did seem a little choppy.

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