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The Onida 32 Diamond KY Rock from Mirc Electronics Ltd claims to be India's first LCD TV with 1000-watt surround sound system and in-built woofers. Along with the crystal-clear sound, the TV boasts of Full High Definition picture technology providing a 2 mega pixels resolution, nearly six times that of a Standard Definition TV, a VisD image engine for refined picture quality and a remarkable dynamic contrast ratio of 70,000:1. The TV also has a USB 2.0 interface that allows users to plug-in any device and play music, songs and videos directly from it. The range starts from Rs 38,990.