

In what appears to be an end-run around Blu-ray, and, ironically, likely taking advantage of the delays in adoption, Toshiba announces the XD-E500, the first of what appears will be a series of DVD players offering “video enhancement technology for DVD.”

The XDE technology, or "eXtended Detail Enhancement," takes DVD pictures from 480i up to 1080p. But Toshiba says it’s more than just “upconversion.” XDE also offers user selectable picture enhancement modes for greater sharpness, color and contrast.

But, in our opinion, once SD, it’s always SD. In scaling, you get what you pay for… so there is a limited market segment and that won’t be among the most discerning buyers.

Go **Toshiba XDE**