



## PRESS RELEASE

### **Optoma announces *the first native 1080P projector at under €uro1000.***

**Watford, June 2009** – Optoma is proud to introduce the HD20: a Full HD projector that brings stunning cinematic performance of the best digital projector technology to an astonishing new price point.

Optoma has produced a projector that combines a stunningly bright 1700 ANSI Lumens of Home Cinema experience with perfectly balanced colour rendition and incredibly light and shade detail only possible with an exceptional 500:1 **ANSI Contrast** ratio.

Keen to deliver a reliable, measurable indicator of real-world contrast performance between different projector technologies, Optoma is committed to systematically publishing its **ANSI Contrast** performance. Now, for the first time, a major home cinema projector manufacturer is prepared to publish an internationally recognised and independently reproducible ANSI contrast performance figure.

Contrast ratio specifications are typically measured using a “Full On, Full Off” technique. This involves measuring the projector performance when displaying a pure black screen and then a pure white screen. Many believe that “Full On, Full Off” contrast measurements may not depict “real world” performance and may not offer the relevant information needed to determine how a projector will look when watching movies at home. **ANSI Contrast** is measured when the projector is simultaneously displaying both black and white – many believe that this provides a much better “real world” performance indication

Featuring a full range of analogue and digital inputs, including 2 x HDMI v1.3, connectivity to the latest digital entertainment devices such as BluRay™ players and gaming consoles is simple and straightforward. Not only is the HD20 perfect for big screen cinema experiences but is also bright enough to be used in ambient light conditions for fully immersive gaming.

Indeed, so confident is Optoma of its picture quality that its unique guarantee warrants image and colour quality will remain as new for at least five years.

In these difficult times, Optoma is fully committed to lowering the total cost of ownership (TCO). Our projectors now not only incorporate features such as “environmentally friendly” fast shut down and start-up, but our “filter-free design” ensures that there are no “hidden” costs to owning a projector. No filters to clean or replace ensures our projectors have lower life-time costs saving both time and money.

## HD20 Key Features

- **New Price point for Native Full HD 1080P DLP projectors**
- **Realistic Measurable Contrast Performance of 500:1 ANSI Contrast**
- **Ambient Light Usable 1700 ANSI Lumens**
- **5 Year Colour Guarantee**
- **Filter-free no maintenance design**

## HD20 Specifications

Native Resolution	1080P (1920 x 1080)
Brightness	1700 ANSI Lumens
ANSI Contrast	500:1
Noise Level (STD mode)	29dB
Weight	2.9kg
Dimensions (W x D x H)	324 x 234 x 97mm
Remote Control	Backlit with direct source selection

## INPUTS:

2 x HDMI v1.3  
Component  
VGA (PC/SCART)  
Composite

**OUTPUT:** 12V OUT for Screen Triggering

**Colour & Imager Guarantee** 5 years (see website or brochure for terms and conditions).

- Ends -

## NOTES TO EDITORS

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**Product images and brochure available here at [www.optomaeurope.com](http://www.optomaeurope.com)**

**About Optoma [www.optomaeurope.com](http://www.optomaeurope.com)**

Optoma is a world leading designer and manufacturer of award-winning projectors for business, education, professional audio/video and home entertainment, with comprehensive ranges to exceed the expectations of every user.

Optoma's innovative products are carefully crafted to deliver crystal clear images of unrivalled quality by incorporating the latest DLP® technology from Texas Instruments, together with advanced optical engineering expertise and dedication to superb product quality, Optoma has a special approach to customer service.

The Optoma Group has continental headquarters in Europe, the USA and Asia; whilst Optoma Europe Ltd, based in London, covers Europe, Middle East and Africa (EMEA), delivering local services from regional offices in Germany, France and Norway.