



Optoma presents stunning line-up at ISE 2010.

Premiere of Optoma 3D Ready Projectors and the New Pico PK102.

Watford, January 14 2010 – Integrated Systems Europe, one of the most important trade fairs in the professional audio/visual calendar, will once again feature several worldwide and European launches of major new products from Optoma. Taking their largest ever exhibition space, Optoma Europe's stand will be in excess of 100m² and can be found in Hall 4, at Booth O44.

At the exhibition space, Optoma invites booth visitors to experience a live demonstration of the 3D-Ready XGA installation projector; EX762. The Pico pocket projector PK102 will also feature strongly as the much anticipated successor to the award winning Pico PK101. Full HD (1920 x 1080) resolution will be fully represented by the EH1020 showing the full capability of hi-res imaging.

ISE 2010 additionally hosts the European launch of the Optoma Digital Signage solution, with live demonstrations of Signshow D5000 and 7POP.

3D theatre using the EX762. Using the inherent speed of Optoma projector technology, the new EX762 will output video and images at an astonishing rate of 120Hz producing full screen, full colour, stereoscopic 3D. The 3D effect is generated by splitting this signal into two standard video streams, one for each eye. 3D glasses will be available to demonstrate the full immersive experience. The new XGA EX762, features 4000 ANSI lumens and is one of our first projectors from Optoma to be fully 3D-Ready.

Pico PK102: Next generation Pico projection.

This model will celebrate its European debut at ISE 2010 using its built-in media player and 4GB of memory to demonstrate its potential as a truly portable all in one projection solution. The transfer and storage of photos, movies or PowerPoint™ presentations onto the Pico PK102 is straightforward using the Pico PC software and the internal memory. In many situations this means there is now no need to carry a source device. There's also no need to carry a heavy and bulky power supply as the Pico PK102 has a rechargeable battery capable of giving up to two hours of use on a single charge.

EH1020 – Full HD native 1080p projection

In a yet another world first for ISE 2010, Optoma will show its latest native full HD (1920 x 1080) projector. Capable of 3000 ANSI lumens and a contrast ratio of 2500:1 the projector combines clarity and detail for multimedia and other specialist HD requirements. Thanks to its 8W speaker it can provide surprising levels of sound if needed too.

HD86: Flagship home cinema projector from ThemeScene

Latest in an esteemed line of ThemeScene projectors the native HD resolution and 1600 ANSI Lumens bring pin sharp images to the home cinema installation market. The HD86 brings full lens shift and interchangeable lenses to the ThemeScene range (standard, long and short lenses as well as an Anamorphic Lens option for automated constant height projection). ISE provides an opportunity to see a demonstration of the second generation of the Optoma PureMotion2 Frame Interpolation technology providing fluid natural movement free from judder or motion blurring - improving the resolution and clarity of moving images. The HD86 also boasts 5 preset colour gamuts: HDTV (Rec 709), ITU 601, DLP™ Cinema, SMPTE-C & Native then fine tune with primary point co-ordinates controls. Comprehensive CMS controls enable the colour gamut to be fine tuned to the viewer's requirements.

Wide angle and short throw projection

Providing solutions for every requirement, ISE 2010 will also feature live demonstrations of EX525ST short throw projector, capable of producing a 60" image at just 0.75m distance in native XGA mode. For the widescreen WXGA (1280 x 800) sector, the EW766W brings integrated wireless and PureShift lens shift technology to the key 4000 ANSI lumens sector.

Digital Signage - 7POP and D5000

The SignShow D5000 advanced digital signage player can display up to 6 multiple media zones simultaneously in addition to a background graphic. Zones can be a combination of live video (streaming), graphic, clock and time, and message tickers. For a point-of-purchase solution, the Optoma 7POP is ideal for shops, supermarkets and department stores.

The Optoma ISE stand will also provide the opportunity to view the extensive range of Optoma projectors in a static display. During the trade fair, which will take place in Amsterdam from the 2nd to 4th of February, Optoma will be on hand in hall 4, booth O44

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NOTES TO EDITORS

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For a full specification sheet or further information visit the Optoma website - <http://www.optoma.co.uk/>

ABOUT OPTOMA

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. Full product and technical support are available through our extensive network of resellers and distributors. Where Optoma is different is that projector users can call us directly to discuss any concerns.

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.