



Optoma acquires NuForce the critically acclaimed Californian based consumer audio company

Optoma, leading international projector brand, today announced it has acquired NuForce's brand and its premium consumer audio products.

"Optoma has built its reputation creating high-performing projection products," said Len Carlton, Managing Director of Optoma EMEA. "Audio was a logical progression for Optoma, bringing together great video with equally great sound. Optoma has been at the forefront of home entertainment display innovation for nearly two decades and we are very excited to now be able to complete that experience with the addition of superb audio."

NuForce is already known for its clean design and superior sound. A streamlined NuForce sound range will comprise of home cinema products that complement Optoma's home projectors, wireless systems to deliver crystal clear HiFi sound from a mobile device and earphones for the same premium listening experience anywhere, anytime. The range will also include NuForce's multi-award winning digital amplifier and DAC products.

"Sound is such an important part of the home entertainment experience," said Justin Halls, Optoma's Head of Product Marketing. "A cinema-sized image coupled with great sound can transform any living space."

Optoma's new sound range will be available across Europe, the Middle East, Africa and Russia in the New Year.

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NOTES TO EDITORS

For more information and product images, please contact:

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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 projection and audio products for business, education, professional audio/video and home entertainment.

Optoma's projection products combine superior image processing technologies with exceptional engineering and innovation to deliver stunning crystal clear images with ultimate reliability.

Optoma projectors use DLP® technology, pioneered by Texas Instruments. This uses millions of mirrors to produce high quality imagery which does not suffer colour degradation over time, as sometimes experienced in other projector technologies.

The Optoma NuForce audio range is designed for people that care about sound. They are built from premium quality components to deliver sleek design and exceptional sound.

The Optoma Group has continental headquarters in Europe, the USA and Asia; whilst Optoma Europe, based in London, covers Europe, Middle East and Africa (EMEA). Local services are delivered from regional offices in France, Germany, Norway, Spain and the Netherlands and sales representatives in the Czech Republic, Dubai, Italy, Poland, Russia, Romania and Saudi Arabia. www.optoma.com