



## Optoma launches PK301 the Pico Pocket Projector for business

*The brightest projector in the Optoma Pico range*

**London, June 2010:** Optoma announces the latest addition to their range of Pico pocket projectors with the launch of the PK301, a fully featured pocket projector for the professional. Despite the Pico PK301 being a diminutive 120 x 70 x 30mm (WxDxH), it takes up no more desk real-estate than your average smart phone, yet is capable of projecting an image up to 120 inches either via the included power supply or battery.

Projecting photos, movies or PowerPoint presentations with the Pico PK301 is straightforward using the micro SD slot which is capable of accepting cards of up to 32Gb. In many situations, that means there is now no need to carry a source device.

“The Optoma Pico PK301 is probably the most impressive Pico projector on the market today,” commented Product Manager, Richard Stamper. “With impressive resolution and brightness the PK301 is an essential business tool, brilliantly handling and projecting highly professional looking PowerPoint® slides, photo and video files. After work, you’ll be watching movies at up to 120 inches using the HDMI input or the built in memory.”

Although weighing just 250g, the PK301 has a wealth of inputs and outputs making it suitable for the most demanding of business users. However, for those occasions when there isn’t time, or it’s not necessary to store the files on a memory card, Optoma have included mini HDMI, VGA and USB connections for use with most sources. It’s simple to connect an iPod®, iPhone® (using an Apple connection kit), mobile phone, digital camera or gaming consoles to the Pico. It’s even possible to connect directly to a Laptop/Netbook computer using the supplied cables (one of four supplied as standard in the box) to the output source.

The Optoma Pico PK301 Projector will be available from selected UK retailers and online stores from June 2010, priced at £349. For a full specification sheet or further information visit the Optoma website [www.optoma.co.uk](http://www.optoma.co.uk).

### Pico PK301 Key Features

- WVGA Resolution (854 x 480)
- Ultra Bright LED technology giving up to 120” projected image
- Built-in media player and micro SD slot (up to 32Gb compatible) for presentations from PowerPoint®, photo slide shows for watching movies and video clips
- Display images from laptops, netbooks, iPods® & iPhones®, mobile phones, digital cameras
- Extremely light 250g
- Built in rechargeable battery and mains adaptor

## Pico PK301 Specifications

Resolution	WVGA (854 x 480)
Dimensions	120 x 70 x 30 (w x d x H)
Weight	250g
Micro SD card slot	32Gb compatible
Screen size	12.7 to 250cm (5 to 120 inches)
Contrast Ratio	2000:1
Audio	Audio Out / Internal 0.5w speaker
Battery Life	Up to 1.5 hours standard or up to 5 hours with high capacity battery (optional)
Inputs	Mini HDMI VGA Universal AV Input Micro USB
Contents	<b>Pico 301 Projector</b> Rechargeable Battery Soft Carry Case Power Adaptor VGA Connection Cable Universal AV Connection Cable USB Data Transfer Cable

- END -

### 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.