# Optoma announces full product line-up and Pro AV solutions on show at ISE 2014

Optoma, award-winning projector specialist, will unveil its latest Pro AV solutions at ISE 2014. Visitors to the stand (4-R50) will be treated to a truly immersive experience from a range of unique projection demonstrations, together with the launch of its full HD LED projector and new LED lighting range for commercial use. Some of the solutions on show include:

## Eight Metre Wide Edge-Blended Arch – Showcasing Bigger, Higher Resolution Images

*Models: 4x ProScene EH7700 projectors with WT1 lens, 2x GB200 (blend/warp processors) and a Watchout playback system*

Experience stunning levels of detail with Optoma's main feature arch. At 4.5 metres high, the giant curved arch demonstrates Optoma's high resolution edge-blending solution. Each ProScene EH7700 projector generates a Full HD image, which are then blended together creating a seamless image at 8k resolution. The EH7700's raft of features makes it an ideal projector for edge-blending purposes, including; dual lamp operation, high brightness 7,500 lumens, WUXGA resolution, 5x motorised lens options and brightness matching.

## Projection Mapping

*Models: 3x ProScene EH505 projectors with short throw lens and 2x Hippotizer*

Optoma will showcase a 3D projection mapping solution using a combination of 3D rendering, warping and image masking to create a custom projection mapped car. Optoma's EH505 projector is equipped with Full HD WUXGA resolution and produces 5000 ANSI lumens of brightness. Features include a DisplayPort connection, centre-lens design, full lens shift and three interchangeable lens options. The EH505 even supports lens shift when used with its short throw, off axis lens option; a function unique to its class.

## Auto Blending and Affordable Stacking

*Models: 2x ProScene EW865 with SFX lens and 1x GB200*

Optoma will demonstrate its auto blending solution, designed to minimise setup time and reduce cost. The solution requires an Optoma image blending and warping processor (GB200) along with a web-cam and Optoma's software tool to produce fully automated, seamless blending and stacking projects that take minutes rather than hours. Optoma's EW865 projector is ideal for a side-by-side stacking setup due to its innovative airflow design; while 6000 ANSI lumens, 4x lens options and fully motorised lens shift make it a formidable contender in the Pro AV market.

## Projection Masking - Innovative 3D Logo Display

*Models: ProScene EH7700 with TZ2 lens and 1x HQview 320*

Optoma's mapping solution uses a combination of warping and image masking so images can be projected onto curved screens or unusual shaped surfaces. In this case, video content is seamlessly mapped onto the company logo. The HQview 320 scaler used also features 4-sided soft edge-blend with multi-regional black level correction for seamless blending of multiple projector images with full image warp mapping support and is targeted at fixed installs.

## Panoramic Gaming Screen

*Models: 2x EH503 with short throw lens and 1x GB200*
Experience Optoma's hemi-spherical projection screen which creates a wider field of view. Users can enjoy playing video games with a greater range of visual information, resulting in enhanced enjoyment and sensation of presence during game play. The EH503 projector boasts a brightness of 5,200 lumens and offers full lens shift and multiple lens options, making them extremely flexible for installation.

## Short Throw Gaming

*Model: GT760*
Designed for use with the latest games consoles and gaming PCs, the GT760 home entertainment projector delivers a massive HD experience right into your living room. It's the complete package with a HD Ready 720p resolution, Full 3D support and a short throw lens, combined with bright images, crystal clarity and exceptional light and shade detail.

## Portable LED Gaming

*Model: ML750*
Bring mobile games to life with the Optoma ML Series LED projectors – transform the tiny screen on your portable gaming device into a massive 100 inch* display. At 380g the ML750 HD Ready projector is slightly heavier than a pocket projector and boasts 10,000:1 contrast ratio and 700 LED lumens. MHL connection technology and optional wireless make it the perfect complement to any portable gaming device.

## Digital Signage

*Models: ZW212ST and ML1000 (portrait mode)*
Used in "portrait mode," the WXGA resolution ML1000 and ZW212ST projectors will demonstrate how LED projectors are ideal digital signage solutions. The LED and LED+ (LED and LASER) projectors both feature an inbuilt media player to supply HD content for a complete standalone digital signage solution.

## 1080p LED Home Cinema Projector

*Model: HD91*
Visitors to the event will be one of the first to see the new HD91 projector in action. A huge advantage of this new projector is that it uses the latest LED technology, which offers consistent brightness and colour performance, maintaining its out-of-the-box image quality throughout its lifetime. The live demonstration will take place in a dedicated home cinema room on the Optoma stand.

## NEW Interactive Multi-Touch Ultra Short throw Projector

Optoma will be demonstrating their new interactive projector, with 10 point finger or pen touch technology. This new multi-touch interactive feature means that several students can work alongside each other. The specially designed ultra-short throw lens minimises shadows and glare to create up to 100" interactive screen. The included annotation software allows you to quickly and easily write notes, draw diagrams or illustrate over video; culminating in a complete solution for a collaborative learning or working experience.

Optoma's Head of Product Management for EMEA, Justin Halls, said: "We are particularly excited to unveil our ProScene Solutions that enable our partners to provide innovative projection based solutions to their clients quickly and efficiently. The ProScene Solutions also allow our partners to deliver ambitious projects, creating opportunity for increased revenue

and margin whilst virtually eliminating the risk associated with delivering this type of complex project."

ISE 2014 takes place from 4th to 6th February 2014 at the RAI Exhibition Centre in Amsterdam. Representatives from Optoma will be available at the event to discuss the projectors and answer queries visitors may have.

## ProScene Solutions Workshop

Optoma's ProScene team will be holding a series of ProScene solution workshops during ISE to demonstrate, explain, and answer any questions.

*Optimum screen size depends on ambient light, room size and projector distance

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**NOTES TO EDITORS**

For more information and product images, please contact:
Eithne Keenan
Email: e.keenan@optoma.co.uk
Tel: +44 (0)1923 691802
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.