



PRESS RELEASE

## Optoma Introduces World's First Palm-sized Pico Projector

*Based on Texas Instruments' DLP Pico® Chipset*



Images available from <http://www.optoma.co.uk/pressimages.aspx?item=Pico>

**Optoma Europe Ltd, 18<sup>th</sup> June 2008** - Freeing users from the constraints of tiny video screens, Optoma introduces its Pico Projector and enables Home Cinema sized viewing from personal media players, mobile phones, PDA's, camera's and gaming devices

Optoma, a global leader of award-winning digital projection and display devices, announces the first palm-sized, self-contained, battery-operated, Pico projector based on the new DLP® Pico chipset.

Smaller and lighter than many smart phones the Optoma Pico projector enables users to share images and video from their media devices and upsize to a maximum of 60" – that's up to 100 times the size of the source device screen – incredible from a device small and light enough to be comfortably carried in a pocket.

Utilizing the latest LED illumination and DLP® imaging technology the Optoma Pico projector combines clear, vivid, high contrast images with a 20,000 hour lamp life, long battery life and simple plug and play operation.

'The handheld Pico projector represents the latest advancement in the mobile device display industry. We view the Pico projector as a completely new and exciting market – one which dramatically expands the reach and potential of projection products into new end user applications,' says Dr. William Coggshall, founder and president of *Pacific Media Associates*.

The Optoma Pico projector will be first shown in the US at InfoComm 2008 on the Texas Instruments booth (C909) and will be available in the UK in late 2008, with a worldwide launch in 2009.

## Specifications

Weight	115g (4oz)
Dimensions	W50mm (2") D103mm (3") H15mm (1/2")
Proj. distance	Min 0.25 - Max 2.6m
Image size	0.15 – 1.5m (6 – 60")
Imaging technology	DLP
Lamp technology	LED
Lamp life	20,000 Hours
Contrast ratio	800:1
Battery life	up to 2 hours
Speaker	0.5w

## 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 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. Optoma Europe Ltd, based in London, covers the Europe, Middle East and Africa (EMEA) and delivers local services from regional offices.

## Contacts:

### Manufacturer

Optoma Europe Ltd  
Contact: Eithne Keenan  
Email: <mailto:e.keenan@optoma.co.uk>  
Tel: +44 (0) 1923 691800  
Web: [www.optoma.co.uk](http://www.optoma.co.uk)

### Agency

Wildfire PR  
Louise Andrews  
<mailto:Optoma@wildfirepr.co.uk>  
+44 (0) 208 3394424  
[www.wildfirepr.co.uk](http://www.wildfirepr.co.uk)

Any brand or product names are trademarks or registered trademarks of their respective companies.