



## **PRESS RELEASE**

### **ThemeScene® HD3000 Enhanced HD Video Processor**

**FOR IMMEDIATE RELEASE**

**PR00059**

**Optoma Europe Ltd, November 20, 2006** - Optoma one of the leading manufacturers of digital projection and display devices, today introduced the company's first video enhancement processor and switcher, the ThemeScene® HD3000

The HD3000 is specifically designed to enhance the image quality of all Digital Projectors, Digital TV's, Plasma and LCD. It combines the very latest studio grade video enhancement and colour management with state-of-the-art video switching, scaling and format conversion. HD3000 represents one of the most innovative and highest quality Video Enhancement Processors currently on the market

At the heart of the HD3000 is the renowned Gennum Visual Excellence Processing™ (VXP™) technology - capable of optimising any video signal including HD 1080i from broadcast or disc, making it ideal for use with High Definition TV or HD-DVD and Blu-Ray sources.

Unlike many processors on the market the HD3000 excels in all areas of video processing: Switching, Scaling, Deinterlacing, Colour Management and Image Enhancement

#### **Switching**

Video switching enables the fourteen digital and analogue video inputs, including three HDMI, two Component and two SCART RGB, to be simultaneously connected, optimised and then converted to a single High Definition HDMI output, simplifying the connections to a Home Cinema Display

## **Scaling**

The HD3000 can scale any video signal, up to a maximum of 1080P, to precisely match the resolution of a HD Home Cinema display. 1:1 pixel matching ensures that the Home Cinema display produces the best possible image quality

## **Deinterlacing**

The HD3000 excels at per-pixel motion adaptive deinterlacing with automatic film mode support of both standard definition and High Definition formats - ensuring perfect image quality even in the most demanding of conditions

## **Colour Management**

Traditional scaler products offer Red, Green and Blue Contrast and Brightness, 6 controls, to tailor a display's colour performance. The HD3000 provides Red, Green, Blue, Cyan, Magenta and Yellow correction. Each of these 6 colour adjustments has 16 region adjustments to replace the traditional Brightness and Contrast. The resulting 96 colour controls offer an unprecedented ability to perfect the image characteristics of a display

## **Image Enhancement**

The HD3000 provides a wealth of Image Enhancement tools including sophisticated Noise Reduction, Edge Enhancement and Contrast Extension controls to extract the highest quality image from the most demanding sources

## **Simple Operation**

Powerful features can mean complex operation. The HD3000 avoids this with:

**Ease of use** – Clear intuitive menu's and logical operation make configuration simple

**Demo Mode** – See what you're doing! Demo mode provides a window in the displayed image so you can see in real time what affect the changes you are making are having to the displayed image. With both the processed and unprocessed images visible at the same time you can instantly see how the HD3000 is enhancing your image quality

**ISF Calibration** – Enables a professional to expertly calibrate a system for perfect image quality and then permanently save the configuration. The user need only select the appropriate ISF Day or Night setting for perfect image quality every time.

**Features include:**

- True 10bit 4:4:4 broadcast-grade processing architecture
- Content adaptive, per-pixel processing of all video signals
- User customisable gamma curve with 10-bit gamma correction
- Dynamic Contrast Extension
- Sophisticated Edge Enhancement
- Multi-directional edge adaptive processing
- Content adaptive noise reduction and detail enhancement
- Robust inverse 2:2 and 3:2 processing of film-based inputs
- Bad edit correction

**Specifications:**

<b>Video Processor</b>	Gennum VXP
<b>Video Compatibility</b>	PAL, SECAM, NTSC, HDTV (720p, 1080i/p), 480i/p, 576i/p
<b>I/O Connectors</b>	3 x HDMI™ + 1 x External HDMI expansion, 2 x SCART/RBGHV/Component (BNC), 2 x RCA Component, 3 x S-Video, 3 x Composite, 1 x VGA (SCART\RGBHV /YPbPr/), 1 x RS-232, 2 x 12V Triggers, 1 x IR port extension

**The ThemeScene® HD3000 will be available priced at MSRP £1999, inc. VAT**

A full list of specifications is available upon request or visit  
[www.themescene.tv](http://www.themescene.tv)

**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.

Further information can be seen at [www.optomaeurope.com](http://www.optomaeurope.com)

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