



PICO
pocket projector



PRESS RELEASE

Optoma launches World's Smallest Pico Pocket Projector at IFA Berlin 2008.

Based on Texas Instruments' DLP Pico® Chipset

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

Optoma Europe Ltd, 19th August 2008 - Optoma will officially launch its Pico Pocket Projector at IFA Berlin 2008.

Location: Hall 26 Stand 117.

Date: 29th August 2008 to 3rd September 2008.

Home Cinema sized viewing from personal media players, mobile phones, PDAs, cameras and gaming devices finally becomes a reality. Optoma, a global leader of award-winning digital projection and display devices, will officially launch possibly the first and probably the smallest palm-sized, self-contained, battery-operated, Pico projector. Based upon the new DLP® Pico chipset it will premier at IFA Berlin; Europe's major consumer electronic show.

Despite being smaller and lighter than many digital cameras or smart phones the Optoma Pico Pocket Projector enables users to share images and videos from their media devices at up to a maximum of 60" – incredible from a device small and light enough to be comfortably carried in a pocket or handbag.

Based around the latest LED illumination advances and DLP® imaging technology, Optoma have used their considerable expertise to produce the Optoma Pico Pocket Projector to combine clear, vivid, high contrast images with a 20,000 hour lamp life, long battery life and simple operation.

The Optoma Pico Projector will be available worldwide in late 2008.

Specifications

Weight 115g (4oz)
Dimensions W50mm (2") D103mm (3") H15mm (1/2")
Projection 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 1000:1
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,

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.

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:

Optoma Europe Ltd

Website: www.optomaeurope.com

For further information please contact:

Paul Gain

EMEA Marketing

p.gain@optoma.co.uk

Or call +44 (0)1923 691807

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