



Optoma Pico Hits UK Shops

Pocket projector available now from PC World online and in-store

London, 20th November 2008: Optoma has today announced its new pico pocket projector will be available to buy in PC World stores across the UK from 1st December 2008. The tiny projector can throw an amazing 60* inch image from a device that's small enough to fit in your pocket, and is the first to use DLP technology to guarantee remarkable picture quality. For those who can't wait to visit a physical store, the Optoma Pico Pocket Projector can be purchased immediately from www.pcworld.co.uk, priced at £249.99.

Small and light at just 115g, yet also strong and durable, the battery-operated Optoma Pico is primed for instant plug and play viewing on the move, for instant home cinema-size images from personal media players, mobile phones, iPods, PDAs and cameras. With a highly competitive battery life of two hours, this gives plenty of time to share videos or photos with friends, watch a film on the move or get through an extended meeting.

For more information about the Optoma Pico visit www.optomapico.co.uk , or check out the projector in action by watching the latest videos on YouTube:

- [Pico Fun with the Dark Knight in a lift](#)
- [Pico Fun - New Portable Pocket Projector](#)
- [Pico Fun: My Pico](#)
- [Pico Fun With A Nokia Phone And The World's Smallest Portable Pocket Projector](#)
- [Optoma Pico Pocket Projector](#)

- Ends -

NOTES TO EDITORS

* Optimum image size depends on room size and projector distance

For more information and product images, please contact:

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About Optoma www.optomaeurope.com

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.

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.