



## Smarter Living brought to life by the Optoma DVD100 projector at the Ideal Home Show

**Watford, London, April 29th 2009:** Visitors to this year's Ideal Home Show in April were treated to live demonstrations of Optoma's MovieTime DVD100 projector, with inbuilt DVD player and speakers on the Smarter Living stand. Throwing an enormous 100-inch picture onto the white washed wall from just three metres away, the all-in-one projector dazzled the crowds of over 200, 000 show visitors with its sharp images and crisp sound.

The Smarter Living stand, constructed in the style of a home, had different rooms kitted out with the latest gadgets. Sitting neatly in the living room area of the house-shaped stand, the projector embodied the spirit of the show – don't move, improve. Removing the need for a behemoth of a television or a separate DVD player or speaker system, the DVD100 illustrated how consumers can get the cinema experience without cluttering up the living room.

Other rooms on show included a kitchen complete with washing machine that steam irons your clothes after washing them, and a futuristic bedroom featuring a bed stored in the ceiling when not in use.

Bringing to life the dazzling colours and razor sharp images offered by the Optoma DVD100, Ideal Home Show attendees enjoyed live demonstrations showing how they can translate the outstanding HD experience into their own living room.

Features of the Optoma MovieTime DVD100 include:

- In-built DVD player and speakers
- Huge screen experience - 1.0 to 10.0 m (1.2 to 9.11m Diagonal)
- Connects to Digi/Sky box, PC's and all gaming devices
- Connections include: HD, Scart, VGA, Mini DIN, and 2x RCA
- No set-up required – simply plug in, insert disc or connect to device and press play
- Bright 1600 ANSI lumens
- Digital quality images
- Only 3.8kg and includes luxury carry case

The Optoma DVD100 projector is available from selected UK retailers including: Amazon, Dabs, Ebuyer and The Hut priced at around £449. For a full specification sheet or further information visit the [Optoma website](#).

- Ends -

## **NOTES TO EDITORS**

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### **About Optoma** [www.optomaeurope.com](http://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.