

**SIM2's C3X Line Continues
To Dominate High End Projector Sales
For Third Straight Quarter**



Quixel Research market data shows SIM2's C3X Line continues to hold top sales positions for third consecutive quarter, including top two spots for first half of 2006

Pordenone, Italy – June 2006 – SIM2's C3X and C3X LITE continue to be the #1 and #2 best selling front projectors in the competitive >\$10,000 bracket according to Quixel Research's market data for Q2, 2006. This is the third consecutive quarter that the C3X has held its #1 sales position, and the second consecutive quarter that the C3X and C3X LITE have held both of the top two spots.

"From the moment of its launch last year, the C3X line has received accolades from dealers, critics, and enthusiasts alike for its superior performance, stunning image quality, and its beautiful, compact design," comments Giorgio Corazza, SIM2 USA's President. "The line's continued sales success reflects its standing as the finest projector series currently available, and continues to reinforce SIM2's reputation as the premier provider of high end home theater projectors."

SIM2's C3X line continues to hold the two top product positions for sales by volume in the >\$10,000 segment for Q2 2006.

HT Front Projector Census Report Q2 2006

**USA HT FT Projectors
Top 5 Best Sellers by Volume >\$10,000 ASP
Q2 2006 vs Q1 2006**

SIM2 maintains TOP SELLING
position in the high end front
projection market

Q2 2006

Rank	Model	Brightness	Resolution	Screen Tech	Aspect Ratio	List Price
1	SIM2 Grand Cinema C3X	2500	HD 720p	DLP3	16:9	\$ 18,999.00
2	SIM2 Grand Cinema C3X Lite	1600	HD 720p	DLP3	16:9	\$ 15,999.00
3	EPSON 6000	1500	HD 720p	DLP	16:9	\$ 16,000.00
4	BenQ CL110	1200	HD 720p	DLP	16:9	\$ 10,999.00
5	Mitsubishi EP1151	700	HD 1080i	DLP	16:9	\$ 18,999.99

Q1 2006

Rank	Model	Brightness	Resolution	Screen Tech	Aspect Ratio	List Price
1	SIM2 Grand Cinema C3X	2500	HD 720p	DLP3	16:9	\$ 18,999.00
2	SIM2 Grand Cinema C3X Lite	1600	HD 720p	DLP3	16:9	\$ 15,999.00
3	EPSON 6000	2000	WXGA	DLP3	16:10	\$ 16,999.00
4	Banana CL870	1200	HD 720p	DLP	16:10	\$ 10,999.50
5	Fujitsu EP80711	1200	HD 1080i	HTPS	16:9	\$ 20,999.00



PRESS RELEASE

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About Grand Cinema™ C3X

The Grand Cinema™ C3X series, the premier 3-chip series to offer a compact, high-performance lifestyle video solution. The multi-award winning and best-seller Grand Cinema™ C3X series features new patented SIM2 ALPHA™ Path 3-Chip Light Engine, 3 HD2+ DarkChip™3, HD inputs via component analogue or HDMI™ – HDCP digital inputs, 6500:1 typical contrast ratio, 1280x720 pixels 50/60Hz progressive (720p) and 1920x1080 50/60Hz interlaced (1080i inputs), 250W lamp, and 2 lens options. Best picture management software and customisable memory functions, further ensure the perfect picture every time!

About SIM2 Multimedia

SIM2 Multimedia is a world-wide leading manufacturer of home theatre products (CRT and DLP technology-based) and leading provider of high-end professional videowall solutions to the retail, public large venues and institutional markets. Over the years, SIM2 has gained in reputation meeting the industry's demands for new, emerging technologies, offering high-quality and reliable products that meet the customer's need in any application. The marketing policies of the company are world-oriented with a direct presence in Italy (headquarters), Germany, UK and USA (sister companies), and in over 45 countries world-wide through partnerships with qualified distributors.



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