

### *SIM2's New Evolution Full HD Projector Offers Radical Improvements Over Conventional Designs*



**Amsterdam, 29 January 2008** – SIM2 may have added a mere "E" to its D80 projector model name, but such a meagre addition hardly does justice to the abundance of new technology this "evolution" status actually encompasses.

Forget flat screens of any size, the ultra compact **D80E projector** outputs a pin-sharp, uncompressed **full High Definition (1080p)** picture over three metres across, if you so desire. The design makes use of patented technology originally developed for the company's awesome, multi-award winning HT3000E projector.

Helping to unleash HD-DVD and Blu-Ray's full potential the D80E implements not only the ingenious **BrilliantColor™** enhancement technology (with a primary and secondary colour wheel) but also the millisecond precision of the dynamic **Unishape™ lamp system**.

The result is increased brightness – double that of conventional designs – and a superior contrast ratio, along with a wider, richer colour palette than competitors can muster. And as a DLP-based system its response time is 500 times faster than that of LCD-based rivals.

Together with a Texas Instruments DarkChip3 0,95" 1080p chipset, SIM2's proprietary **ALPHAPATH™ light engine** and, most importantly, the precision optics and state-of-the-art engineering the company is renowned for, it should come as no surprise that the D80E delivers an intensity of picture that is unsurpassed.

And thanks to its use of true 10-bit video processing the D80E can even upscale standard definition content to 1080p resolution, while also supporting content supplied at 1080p@24 frames per second.

## PRESS RELEASE

---

Completing the package are a wide selection of inputs - including HDMI™ which makes installation incredibly simple – that mean the D80E is compatible with every available digital and analogue video source.

**Availability:** Shipping

**Cabinet finish:** Matte Black or White

For more information, please contact:

**UK:** Mark Franks at +44-1825-750850 or via e-mail at [mark.franks@sim2.co.uk](mailto:mark.franks@sim2.co.uk)

**Headquarters:** Sabrina Piga at +39-0434-383201 or via e-mail at [spiga@sim2.it](mailto:spiga@sim2.it)

**Italy:** Erica Siega at +39-0434-383204 or via e-mail at [esiega@sim2.it](mailto:esiega@sim2.it)

or visit the SIM2 website at [www.sim2.com](http://www.sim2.com)



### **About SIM2 Multimedia**

*SIM2 Multimedia is a world-wide leading manufacturer of home theatre (DLP technology-based) and e-cinema products 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), China, Germany, UK, USA (sister companies), and in over 45 countries world-wide through partnerships with qualified distributors.*