PRESS RELEASE

SIM2 expands leadership in the 1080p one-chip DLP market with the Grand Cinema HT3000 Series

The Grand Cinema HT3000E projector completes first successful year in the Home Theater market

Pordenone, Italy – April 2008 – Building on its tradition of quality and innovation, SIM2 Multimedia, the leading manufacturer of home theatre projectors, has reinforced its leadership in the high-end 1080p single-chip projector market thanks to the very successful Grand Cinema HT3000E projector.

Since its introduction, the Grand Cinema™ HT3000 series has been met with positive customer reactions and has received many rave reviews by some of the most respected journalists in the industry.

"*I'm impressed not only by its picture, but by the entire package, from the slick industrial design to the thoughtful setup and adjustment features. If you're planning a serious 1080p home theater and cost is no object, you owe it to yourself to check out the SIM2 HT3000,*" says Sound and Vision magazine (USA).

"*Its superlative images rival those of many a three-chip DLP for colour realism, brightness and contrast. A landmark performer in every sense*" says UK's What Hi-Fi? Sound and Vision magazine.

Also, The Grand Cinema HT3000 projector made an impressive appearance on the "Something For The Weekend" TV show (UK); The presenters commented: "*...it really is a most amazing picture...the ultimate boy's toy, it looks great, the picture quality is great... excellent!"*

Home Cinema Choice magazine (UK) writes, " *Superb all-round performance; easy to set up; runs quietly…"* and grants the HT3000 the Reference Status and Best Buy Award.

The 'full' High Definition HT3000E sets the standard for 1080p single chip DLP projectors. It features Texas Instruments' ingenious BrilliantColor™ technology and the equally impressive Unishape™ lamp technology. And thanks to its use of 10-bit video processing it is capable of displaying an astonishing one billion colors. The design utilizes the latest DLP® chipset from

Texas Instruments, the high-spec 0.95 1080p DMD, this is partnered with the company's proprietary ALPHAPATH™ light engine to create images of exceptional clarity on-screen.

The company is now ready to further consolidate its unrivalled attention in the 1080p DMD single chip market segment with the introduction of the HT3000 HOST projector.

SIM2's new Grand Cinema HT30000 HOST system pairs a surprisingly compact projector (HT3000E) with a discrete outboard video input processor. The projector and processor connect connects via SIM2's proprietary High-Definition Optical Signal Transfer (H.O.S.T.) system, which is able to link the two over distances up to 250m (750 feet).

The projector unit utilizes the latest-generation, 0.95-inch 1080p DLP® DMD from Texas Instruments to deliver stunning full-HD 1080 progressive imaging. The SIM2 system's HOST processor is a separate, compact component (approx. 347 x 90 x 300 mm - 14 x 4 x 12-inches) designed for flexible placement, thanks to SIM2's H.O.S.T. three-line digital fiber-optical connection, which empowers A/V installers to locate it up to an astonishing 750 feet from the projector. The processor incorporates superbly flexible video switching with no less than six HDCP-compliant HDMI inputs, three HD-capable component-video inputs, and multiples of legacy composite- and S-video inputs as well as RGB and DVI formats.

For more information, please contact:

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About SIM2 Multimedia
SIM2 Multimedia is the worldwide leading manufacturer of award winning home theater products and leading provider of high-end large screen systems (for control rooms, information, communication, and simulation) and professional projection systems for E–cinema applications. Over the years, SIM2 has gained in reputation meeting the industry's demands for new emerging technologies, offering high-quality and reliable products with the very latest performances. Products are designed and manufactured in Italy. The company has a world-oriented marketing policy with a direct presence in Italy (headquarters), Germany, UK, China, and USA (sister companies) and in over 45 countries worldwide through qualified distributors.