



Grand Cinema
MICO ST

Grand Cinema



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SIM2
& FRANCIS FORD COPPOLA

Grand Cinema
MICO 60

Grand Cinema
MICO 50

Grand Cinema
MICO 40



FRANCIS FORD COPPOLA presents **SIM2**

SIM2 MULTIMEDIA S.P.A. PRESENTS
IN ASSOCIATION WITH GRAND CINEMA PRODUCTION A SE
MICO 60 MICO 50 MICO 40 MICO ST BASED UPON
INSTRUMENTS DLP® 1-CHIP FULL HD (1080P) CORE DE
PURELED™ TECHNOLOGY LIGHT CONTROL LUMINUS
PT120 R/G/B LEDS SPECIAL EFFECTS HIGH CONTRAST
100:000:1 CONNECTIVITY COMPREHENSIVE CHO
COLOR CONTROL BY SIM2 LIVE COLORS CALIBRA
CONTEMPORARY CABINET DESIGN BY GIORGIO REV
BY SIM2 MULTIMEDIA

15th
ANNIVERSARY
LIMITED EDITION

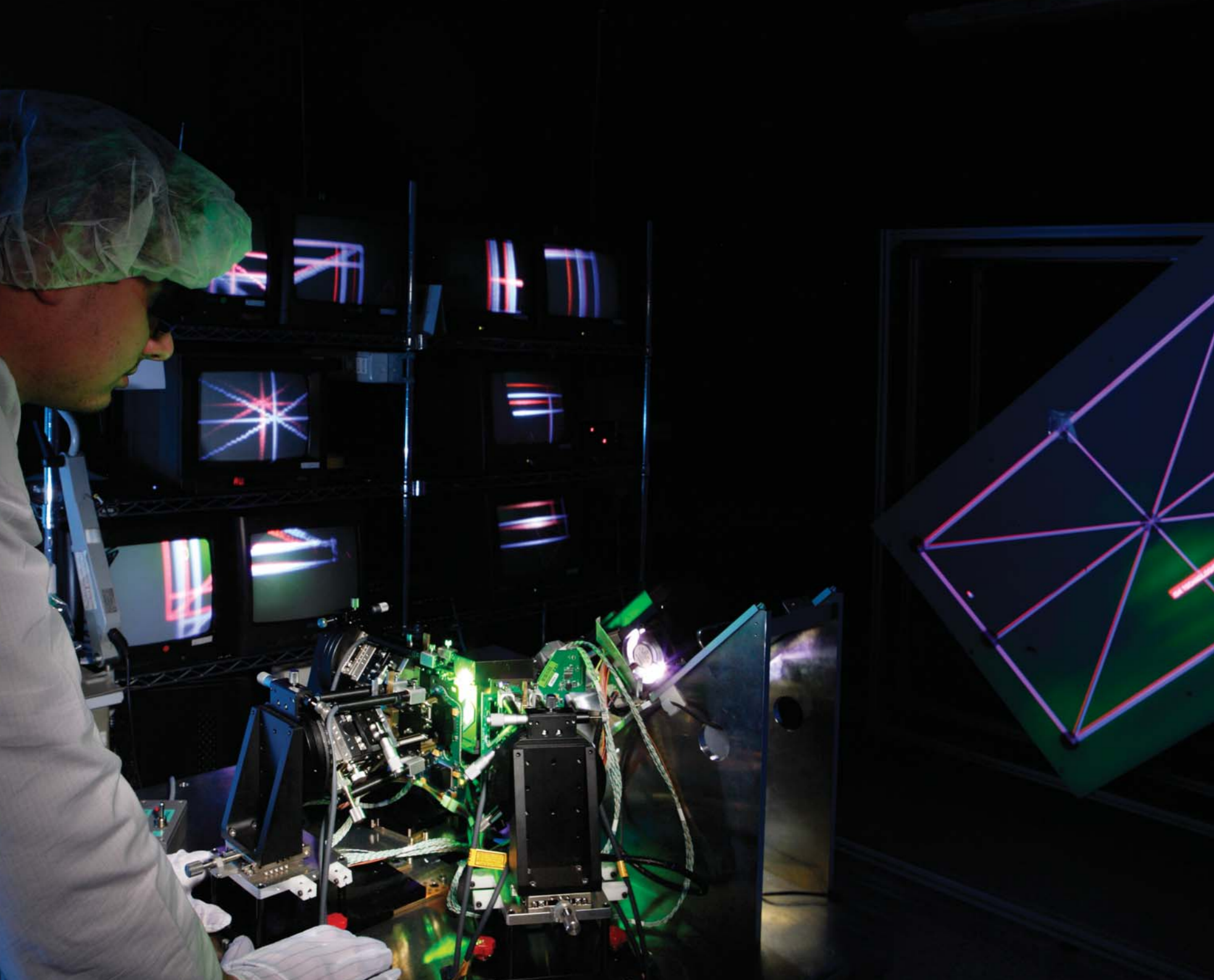
DESIGNED BY
PHILATLIGHT
RATIO UP TO
SOFTWARE
PRODUCED



“I HAVE OWNED MANY PROJECTORS IN MY LIFE:
SIM2 IS NOW IN BOTH MY STUDIOS AND MY HOME.”

FRANCIS FORD COPPOLA





Introducing **SIM2 Multimedia**



Founded in 1995, SIM2 is an Italian electronics company and worldwide manufacturer of award winning home theater products and leading provider of high-performance large screen systems (for control rooms, information, communication, and simulation) and professional projection systems for E-cinema applications. In a world dominated by large multinational corporations, SIM2 is one of the few companies that, through its strong commitment to innovation, know-how and focused activities has been able to establish a remarkable global reputation. The company provides the most comprehensive collection of high-end large screen displays on the market

today. SIM2 Multimedia's headquarters are located in Pordenone, Italy.

Vision Statement

Deliver images that will become life's driving passion, an inspiration to the human experience, and a vital working tool.

Mission Statement

In a world ruled by visual communication, where images and pictures are what we all look for first, information need to be presented clearly, sharply, and consistently. To carry out its vision, SIM2 identify and exploit state-of-the-art technologies to create and supply top-quality, innovative display solutions that help

Shaping the Future Creative thinking and Innovation in R&D



Each year, SIM2 invests over 20% of its human resources and over 10% of total turnover in R&D activities. The SIM2 R&D Team is totally committed to the investigation and implementation of new technologies, hence the ability of SIM2 to constantly offer new and advanced products that embody outstanding performance, uniqueness and longevity. Indeed, throughout the years, SIM2 has consistently introduced a succession of world firsts, always raising the bar in terms of performance and industrial design. Nevertheless, Intellectual Property is an intrinsic element to the very being of SIM2 and, in furthering the quest to ever improve, SIM2 actively encourages innovation and the

introduction of unique solutions, holding numerous optics and electronics international patents. **Quality and Reliability: a must for all SIM2 products** During the production process, the smallest to the largest component undergoes the most rigorous selection and quality check of our expertise to ensure superior products with high reliability. SIM2 has always taken great pride in giving our customers the best possible experience from our products by choosing only high-quality materials.

Worldwide Excellence The Target Markets and Achievements

SIM2 currently contributes to the advancement of society with diverse businesses focused on three core competence segments:

- Home theatre & Electronic Cinema
- Command & Control
- HDR technology.

The Company is world-oriented with a presence in over 60 countries world-wide through partnerships with highly qualified distributors; all offering the same excellent customer service standards as the main company.

SIM2's headquarters are located in Italy with Sister Companies in China, Germany, UK and USA.



Being a company involved in an hi-tech business such as multimedia communications, involves a relentless search to develop and improve your product range. This is the only way to achieve new goals, and to be awarded by the most important professional authorities. Here are some of the most important recognitions we've had to date: 64 Product of the Year awards, 42 Reference Product awards, 50 Best Product awards, 6 Innovation awards, 5 Design Awards, 1 EISA Award, and a selection to ADI Compasso d'Oro Award, the most important prize world-wide for the Industrial Design system since 1954.



Legendary Hollywood Filmmaker Endorses SIM2 Products **Francis Ford Coppola**



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SIM2 is honored to have the formal endorsement of legendary Hollywood filmmaker Francis Ford Coppola. Mr. Coppola is recognized as the creator of some of history’s best-loved and most well-known films. A visionary film director, whose movies have touched the world. A five-time Academy Award winner. An acclaimed writer and producer. A true artist. His endorsement of the SIM2 brand is a powerful statement to the world. A statement that will elevate the company’s profile and take it to a far wider audience. SIM2 is the brand chosen by the Maestro himself. He uses SIM2 products in both his studios and his home.





“THE NATION BEHAVES WELL IF IT
TREATS THE NATURAL RESOURCES
AS ASSETS WHICH IT MUST TURN OVER
TO THE NEXT GENERATION INCREASED,
AND NOT IMPAIRED IN VALUE.”

THEODORE ROOSEVELT

Think Green!

SIM2 Corporate Environmental Policy



SIM2 is devoted to improving people's lives and help achieve a sustainable society, continuously striving on reducing the effects on the environment by developing environmentally compatible products and processes. Our commitment extends to finding a balance between the needs of the environment and the quality, performance, economic value, and life cycle of our products.

- **Product Design, raw materials and production** - SIM2 evaluates the environmental impact of its R&D activities, reducing the impact in subsequent phases of the product's life cycle. Also, a purchasing preference is given to recycled and environmentally-friendly materials.
- **Life Cycle Assessment (LCA)** - As part of our efforts to achieve a recycling-based

society, SIM2 has approached the LCA methodology.

- **RoHS and WEE Directives** - SIM2 complies with applicable environmental laws and regulations. SIM2 since 2008 is a member of "Re.Media", one of the most important Italian WEEE Collective Compliance Associations.
- **Disposal** - SIM2 endeavors to make product parts suitable for recycling and is engaged in a project to ease the disposal of hazardous waste such as spent lamps.
- **SIM2 Print-less program** - The company has also adopted a "Print-Less" Program that utilizes digital documents to help reduce printed paper, thus decreasing the impact of excessive paper waste on the environment.

To learn more about SIM2 Corporate Environmental Policy please visit our web site at www.sim2.com

Think Green with SIM2 Eco-friendly LED Projector Series Introducing Grand Cinema MICO

KEY FEATURES:

- SIM2 PureLED technology
- 0.95" 1080p DarkChip4 Single chip DMD (DarkChip3 on MICO 40 model)
- 1920 x 1080 resolution
- Lighting system: Luminus Phlatlight PT120 R/G/B LEDs
- LED life 30,000 hours (estimated)
- DynamicBlack™ technology
- Contrast ratio up to 100,000:1 with DynamicBlack™ (50,000:1 on MICO 40 model)
- Wide color gamut: >128% NTSC, >180% Rec. 709
- High Brightness
- Choice of lenses available
- Motorized zoom & focus (MICO 40/50/60C models, manual focus on MICO ST)
- Motorized lens shift (horizontal and vertical)

SIM2's Grand Cinema™ MICO series has been created to fulfill the needs of discerning customers wishing to experience the latest light source technology and high resolution DLP chipset in an eco-friendly home theatre projector. The SIM2 Grand Cinema™ MICO series is the result of a lengthy, thorough study of projector design and significant investments in R&D. The SIM2 Grand Cinema™ MICO series incorporates PureLED technology, a combination of 0.95" DarkChip4 1080p DLP® chipset from Texas Instruments, 3 individual high-power Phlatlight LEDs (one for each color R, G and B), new light engine and enhanced video processing. PureLED technology allows the projector to deliver clear, bright and vibrant images, a wide and consistent color gamut, and a Full-On/Full-Off contrast ratio of up to 100,000:1.



"Technically complex
and masterful"

"The richest experience
a movie has to offer."

"BREATHTAKING
AND VISIONARY"

"I HAVE OWNED MANY PROJECTORS IN MY LIFE:
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FRANCIS FORD COPPOLA



SIM2's PureLED Technology



Image accuracy of a projector is governed by the quality of the optical engineering within. A delicate balance is required between light engine, DLP™ chipset and video processing in order to optimize the performance of the projector. To meet these requirements, SIM2 has implemented a wide range of features into one all-encompassing technology: SIM2 PureLED. First, a trio of RGB high-power Phlatlight LEDs by Luminus (one for each primary color R, G and B) replace both the lamp and the color wheel found in conventional designs. The LEDs' brightness is precisely controlled by an 8-bits-per-channel high speed current driver. A sophisticated color sensor - positioned in the light engine - allows the driver to accurately adjust the light intensity coming from the three different LED modules, as well as precisely controlling their color output. Indeed, one of the advantages of LEDs is that they can

be pulsed very rapidly, achieving an impressive active color cycle of 20x per frame of content. This eliminates sequential color artifacts, while improving contrast ratio, color saturation and grayscale accuracy. Second, the combination of the DLP chipset with this new lighting technology makes the MICO Series a true all-digital design, the benefits of which are: exceptional color reproduction, excellent contrast ratio and precise frame-by-frame image control. Third, the new light engine has a high-efficiency optical layout, capable of delivering more light where it is needed most - on-screen. SIM2's PureLED technology implements video processing with enhanced i/p conversion algorithms that allow the Grand Cinema™ MICO projectors to de-interlace and scale both standard and HD signals and reproduce them at Full HD resolution.

Extraordinary performances from PureLED technology

The Grand Cinema™ MICO series is built with eco-friendly, lamp-free PureLED light source technology that can output a pure and narrow light spectrum (one for each primary color) and deliver an incredible 800 ANSI Lumens (*) of brightness. The use of three separate light elements of red, green and blue, provide wider and more consistent color reproduction - an unbelievable 28% wider than NTSC - with richer and more saturated color images. At the same time, it stays consistent over its entire lifetime with an average lumen decay of less than 5% after 2000 hours. Also, the Grand Cinema™ MICO series is equipped with a technologically advanced liquid-cooling system that reduces its operating noise to an extremely quiet level. And, thanks to the latest Darkchip4 chipset and DynamicBlack™ technology the Grand Cinema™ MICO 50 and 60C models deliver an impressive full On-Full/Off contrast of 100.000:1 for dynamic, life-like images.

Low Cost of Ownership

The Grand Cinema™ MICO series incorporates several advanced features designed to enhance energy efficiency, making optimized power consumption one of the key benefits of these models. Grand Cinema™ MICO projectors give the viewer a totally new home theatre experience, in terms of picture quality, with the added bonus that the expected lifetime of the LED modules is estimated at around 30.000 hours – compared to a typical lamp lifetime of around 3,000 hours. It means that one could use the projector for 4 hours a day over a period of 20 years! The result is an efficient and reliable projector with a low cost of ownership.

Fast ON/OFF



LEDs light up very quickly, achieving full brightness in microseconds and offer near-immediate start-up and shut-down. This means that the projector doesn't require a lengthy warm-up or cool-down period when in use.





Placement flexibility & connectivity



For ease of installation, The Grand Cinema™ MICO projectors are equipped with motorized zoom, focus (manual for MICO ST) and lens shift for precise and accurate image adjustments from the remote control. A choice of two high quality glass lenses is offered as standard, namely T1 (1.5-2.1:1 short throw ratio) and T2 (2.1-3.9:1 long throw ratio), these allow greater freedom of projector placement in home theater rooms. Grand Cinema™ MICO series projectors can be connected to a wide variety of video sources, both analog and digital, two HDCP-enabled HDMI™ inputs, ensure full compatibility with the 1080p Full HD standard.

Model by model

Grand Cinema™ MICO 40



High performance home theater projector that brings the advantages of SIM2's PureLED technology to medium sized home theater systems.

Designed for use with medium screen sizes (up to 8ft wide).

Grand Cinema™ MICO 40 is an ideal choice for those who want the performance of PureLED, but don't require the additional light output or extended contrast ratio of the MICO 50 or 60C models. The MICO 40's 700 ANSI Lumens output and 50,000:1 contrast ratio are well-suited to medium-sized theaters or media rooms, where screen sizes of up to 8ft wide are typically used.

The extended color gamut of PureLED makes video sources look brighter and more colorful than conventional projectors, improving the viewing experience in the process. A wide array of connections are available on the MICO 40, including two HDMI inputs, essential for today's HD sources such as Blu ray, HDTV boxes and games consoles. These, along with standard definition sources, can be enjoyed in 1080p Full HD, thanks to excellent 10-bit video processing and SD upscaling.





Model by model

Grand Cinema™ MICO 50



High brightness, high performance home theater projector that brings the advantages of SIM2's PureLED technology to larger home theater systems.

Designed for use with large screen sizes (up to 10ft wide).

This premium single-chip projector combines exceptional performance with longevity, ease-of-use and eco-friendliness. Gone are the days of replacing lamps and waiting for the projector to warm-up or cool-down, here is a truly usable projector. SIM2's PureLED technology ensures that images have the clarity and realism one comes to expect from a SIM2 product, whilst offering an expected lifetime of some 30,000 hours. The MICO 50 is equipped with the latest Darkchip4™ chipset and DynamicBlack™ technology. This pair of future-proof features allows the MICO 50 to deliver outstanding Full HD images on-screen, with an impressive Full On-Full Off contrast ratio of 100,000:1. MICO 50 is available with two different lens options: T1 (short-throw) and T2 (long-throw), with a total throw ratio range 1.5 – 3.9:1. Both lenses

come with motorized zoom and focus control as standard. Moreover, the MICO 50 is equipped with both vertical and horizontal motorized lens shift, making it one of the easiest projectors to install into a home theatre system. The LED light source utilized in the design of the MICO 50 is a trio of high power Phlatlight LEDs by Luminus (one for each primary color Red, Green and Blue) directing light into the projector optics without going through an ordinary projector's color wheel. The MICO 50 uses an 8-bits-per-channel high-speed current driver that balances the light intensity coming from the three LED modules, precisely matching the projector's light output to the incoming video signal. As the centerpiece of a home entertainment system, the MICO 50's bright, colorful picture will bring HD movies, sports and games to life.

Model by model

Grand Cinema™ MICO 60C



The Grand Cinema™ MICO 60C is a high brightness, high performance home theater projector that brings the advantages of SIM2's PureLED technology to large home theater systems, with the added benefits of LAN and wireless connection capabilities. It is designed for use with large screen sizes (typically up to 3m-10ft wide).

The Grand Cinema™ MICO 60C is another innovative FIRST in SIM2's Grand Cinema™ product line. It features a totally new electronic design, which includes: an RJ-45 connector (Ethernet or LAN) and a USB port hosting a dedicated USB-Wireless adapter (SIM2 provided). These control ports allow:

Projector integration in a Custom Home

Theater system - The projector can be easily integrated with Home Automation control systems (such as Crestron or AMX) that use IP addressable control. This innovative feature is of real benefit to Custom Installers or System Integrators. The Wi-Fi option permits this integration without the need for additional cabling.

Projector control by IP - This is available via three different methods:

1) **EasyLED calibration software:** the new PC-based software for color calibration and control of MICO 60C. It is based on the EasyCinema

software used in all SIM2 PRO Cinema front projectors, which offers calibration capabilities exclusive to this PureLED series. Setting the IP address (wired or wireless) on the EasyLED connection panel, the customer or service center technician can access the projector's control functions and adjust a full set of parameters from anywhere that has an Internet connection.

2) **Web Server:** MICO 60C is equipped with Web Server to control and adjust the projector's operating parameters simply by opening a web browser on a PC. Similar to EasyLED, the web pages allow both local and remote control via PC, but without using the EasyLED software: simply writing the projector's IP address into the browser's address bar, you can connect with the Web Server function. It is intended mainly for those customers who need to monitor and control their projector's adjustable parameters, easily and quickly.

Grand Cinema™ MICO 60C

Remote Monitoring and Serviceability



3) **SIM2 MICO Mobile for iPhone®:** SIM2 MICO 60C's integration with Apple's iPhone is the perfect marriage of projection technology and systems integration. Connect the iPhone® to a home network, for a seamless, elegant way to control brightness, contrast, gamma, color and other parameters of the projector, with this user-friendly interface.

Remote Monitoring and Serviceability

Thanks to the MICO 60C, the projector is no longer a passive device, but becomes an active part of a home entertainment system, able to be controlled via IP and communicate its operating status to an approved service center. Opening a dedicated IP address and a port within a private network (to be agreed with the customer), the service center can connect with the projector, either through the EasyLED software or Web Server, which will, in turn,

communicate a parameter list including: Serial Number, Firmware version, LED hours used, current operating status (e.g. ON, blank, freeze, no signal), currently selected input and resolution, image settings (e.g. brightness, gamma, etc.) back to the service center. The service center now has the capability to evaluate a reported issue with the projector, and make the necessary adjustments (where possible) to rectify the issue – remotely. This allows for expedient and professional customer service. The added ability to carry out remote updates to the projector, without the need for a home visit, is also a major benefit. When the dealer receives new firmware from SIM2, he can contact the customer and within a few minutes the projector can be fully updated.



Model by model

Grand Cinema™ MICO ST



High brightness, high performance home theater projector that brings the advantages of SIM2's PureLED technology to rear-projection home theater systems. Sharing the same platform as the MICO 50, MICO ST is equipped with a fixed 0.675:1 specialist short throw lens. Designed for use with screen sizes up to 100 inches.

Eco-Friendly Design



LED lighting technology is the only light source that is truly environmentally friendly.

- Stand-by consumption below 1W: SIM2 Grand Cinema™ MICO requires only 0.75W while in stand-by mode.
- Mercury and lead free – no special recycling is required
- No mercury-based lamp replacement or stockpiling of hazardous materials.
- Recycling: the packaging is entirely recycled and recyclable.
- The product cabinet is PVC free.
- Power Consumption: SIM2 Grand Cinema™ MICO series models produces an image of 200" whilst using the average energy consumption of a 55" LCD TV or a 40" Plasma TV.
- SIM2 Grand Cinema™ MICO series is certified: CE, EMC, FCC, UL, CB (made by Demko/AS).
- SIM2 Grand Cinema™ MICO series complies with WEEE, RAEE and RoHS directives.

Grand Cinema™ C3X MICO Series The Technical Specifications

LIGHT ENGINE

Technology MICO 50, MICO 60C, MICO ST: 1 x chip DMDs 0.95" 1080p DC4

Technology MICO 40: 1 x chip DMDs 0.95" 1080p DC3

Resolution: Full HD, 1920x1080 pixels

Concept: PureLED technology

Light source: Luminus PhlatLight PT-120 R/G/B LEDs

LED life expectancy: 30,000 hours

Brightness MICO 50, MICO 60C, MICO ST: 800 ANSI Lumens (*)

Brightness MICO 40: 700 ANSI Lumens (*)

Contrast ratio MICO 50, MICO 60C, MICO ST: >100,000:1 "full on full off" with DynamicBlack™

Contrast ratio MICO 40: >50,000:1 "full on full off" with DynamicBlack™

Color gamut: >128% NTSC, >180% Rec. 709

INSTALLATION

Lens: motorized zoom and focus adj.

Short Throw Lens MICO 40, MICO 50 and MICO 60C: (T1): 1.5-2.1:1 (with +/- 5% tolerance)

Long Throw Ratio MICO 40, MICO 50 and MICO 60C: (T2) 2.1-3.9:1 (with +/- 5% tolerance)

Short Throw Lens MICO ST: 0.675:1

Motorized Lens Shift:

- MICO 40, MICO 50 and MICO 60C: V +60% / - 25%, H +/-8%

- MICO ST: V +/- 20%, H +/-4%

Digital keystone adjustment: Vertical and Horizontal

Screen size

- MICO 40, MICO 50 and MICO 60C: 65" - 200" diagonal

- MICO ST: suggested application 50"-70" – MAX 100"

Aspect ratio: 4:3, 16:9 Anamorphic, LetterBox, panoramic, pixel to pixel + 3 custom-user adjustments

Special video adjustments: Noise Reduction, Luma and Chroma transition filters

Other special adjustments: Dynami Black technology, Memories, Zoom/Crop, Color temperature control and Gamma Functions

ELECTRONICS

Horizontal & vertical scan freq.: 15-91 kHz/24-85Hz

Video systems: NTSC 3.58/NTSC 4.43/ PAL (B/G, D/K, H, I, M, N) /

SECAM (B/G, D/K, K1, L) / SDTV / EDTV 480p / EDTV 576p / HDTV 720p /

HDTV 1080i / HDTV 1080p

PC/Mac compatibility: from VGA to UXGA

On Board Video Processing: built in, full 10 bit

DynamicBlack™ Technology

GENERAL SPECIFICATIONS

Firmware upgrade: via USB (via LAN - RJ45 on MICO 60C)

Projector control: via RS232 serial interface

Mains voltage range: 100-240Vac (50/60Hz)

Power consumption: Max. 370W

Weight: approx. 25 Kg. (55 lbs)

Dimensions (WxHxD): 540x235x 641mm (21.3" x 9.3" x 25.2")

Operating Temperature: 5° C to 35° C @ 0-2,500 feet

Humidity: 20%-90% (non condensing)

Storage: 20-60° C

INPUTS/OUTPUTS MICO 40, MICO 50 AND MICO ST

Analog: 1 x S-Video (mini-DIN 4 pins)
1 x Composite Video (RCA)
1 x Component - Analog YPbPr (RCA x 3)
1 x Graphic RGBHV (D-Sub 15 pins)

Digital: 2 x HDMI™-HDCP (1.3 with DeepColor)

Control: 1 x USB (B type)
1 x RS232 (Mini-DIN 9 pins)

Miscellaneous: 1 x Wired Remote (3.5mm mini-jack)
2 x 12V trigger output

INPUTS/OUTPUTS MICO 60C

Analog: 1 x S-Video (mini-DIN 4 pins)
1 x Composite Video (RCA)
1 x Component - Analog YPbPr (RCA x 3)
1 x Graphic RGBHV (D-Sub 15 pins)

Digital: 2 x HDMI™-HDCP (1.3 with DeepColor)

Control: 1 x USB (B type)
1 x USB A type socket for USB to Wi-Fi Adapter
(dedicated USB to Wi-Fi adapter provided)
1 x RS232 (Mini-DIN 9 pins)
1 X RJ-45 (Ethernet port)

Miscellaneous: 1 x Wired Remote (3.5mm mini-jack)
2 x 12V trigger output

SUPPLIED ACCESSORIES

Installation and User Manual and Quick Start Guide

AC power cords (2m - 6,6 ft)

Backlit remote control and batteries

HDMI to HDMI cable (3m)

RS232 Adapter cable

MICO 60C: USB Wi-Fi adapter

MICO 60C: EasyLED control and calibration software

OPTIONAL ACCESSORIES

Ceiling bracket

Anamorphic lens systems (static or motorized)

(*) Brightness has been measured with the following settings: Overlap display mode, native white point, native color gamut, wide zoom mode.

