



Optoma announces unrivalled 3D 1080P home cinema and gaming projector at new price point

London, September 2011 – Optoma today announced the HD300X, a Full HD 1080p 3D projector that delivers amazing and immersive 3D cinema and gaming performance at an astonishing price point.

The HD300X is the perfect 3D home cinema and gaming projector, designed to produce the big screen immersive experience at home that only large projected images can achieve.

Justin Halls, Head of Product Management at Optoma commented, "It is widely accepted that to truly appreciate the full 3D experience, images need to fill the viewers' field of vision. We, at Optoma believe the new HD300X provides a unique and immensely exciting 1080p 3D movie and gaming experience that even the larger 3DTV screens just cannot compete with. The HD300X produces some of the highest resolution 3D images available to the consumer. At such high resolution the human eye is just incapable of seeing all the details at 3m away on a small (50") screen. Only the true large screen experience available with a 3D projector can produce a truly immersive experience. What's more, using 3D DLP technology means that "ghosting" is no longer an issue"

The HD300X Optoma home entertainment projector incorporates the latest generation frame-interpolation processing, "PureMotion4", until recently only found on models at more than twice the price. At its lowest setting, PureMotion4 maximises the detail of every frame whilst still retaining the "dream-like" quality of film– whereas at the highest setting, ideal for fast-paced sports and non-stop action films, PureMotion4 virtually eliminates motion blur.

HD300X has been developed in parallel with the new Optoma 3D-RF glasses which have been specifically designed to optimise 3D image quality by maximising brightness and contrast while eliminating emitter placement issues experienced with infra-red models. The new glasses use Wi-Fi technology and are fully rechargeable. Optoma resellers will have the option to supply the HD300X with or without the new 3DRF glasses.

Optoma has produced a projector that combines a stunningly bright 1600 ANSI Lumens of home cinema and gaming experience with perfectly balanced colour rendition and incredible light and shade detail, only possible with an exceptional 400:1 **ANSI Contrast** ratio/8000:1 Dynamic Contrast ratio. Indeed, so confident is Optoma of its picture quality that its unique guarantee warrants image and colour quality will remain as new for at least five years.

Featuring a full range of analogue and digital inputs, including two HDMI inputs with v1.4a 3D support, connectivity to the latest digital entertainment devices such as Blu-Ray 3D™ players, gaming consoles and set-top boxes is simple and straightforward. Not only is the HD300X perfect for big screen cinema experiences but is also bright enough to be used in ambient light conditions – ideal for sharing the big match with larger groups of friends or 3D gaming experience.

The HD300X will be available in September 2011

HD300X Key Features

- Native Full HD 1080P 3D DLP projector
- Fully 3D compatible native 1080p projection
- New PureMotion4
- Ambient Light Usable 1600 ANSI Lumens
- 5 Year Colour Guarantee

HD300X Specifications

Native Resolution	1080P(1920 x 1080)
Brightness	1600 ANSI Lumens
ANSI Contrast	400:1
Dynamic Contrast	8000:1
Noise Level (STD mode)	29dB
Weight	2.9kg
Dimensions (W x D x H)	DIMENSIONS
Remote Control	Backlit with direct source selection
INPUTS:	2 x HDMI v1.4a
	Component
	VGA (PC/SCART)
	Composite
OUTPUT:	12V OUT for Screen Triggering
Colour & Imager Guarantee	5 years (see website or brochure for terms and conditions).

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NOTES TO EDITORS

For more information and product images, please contact:

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For a full specification sheet or further information visit the Optoma website - <http://www.optoma.co.uk/>

ABOUT OPTOMA

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. Full product and technical support are available through our extensive network of resellers and distributors. Where Optoma is different is that projector users can call us directly to discuss any concerns.

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.