

EPSON®

PROJECTOR TECHNOLOGY

Experience the 3LCD Difference



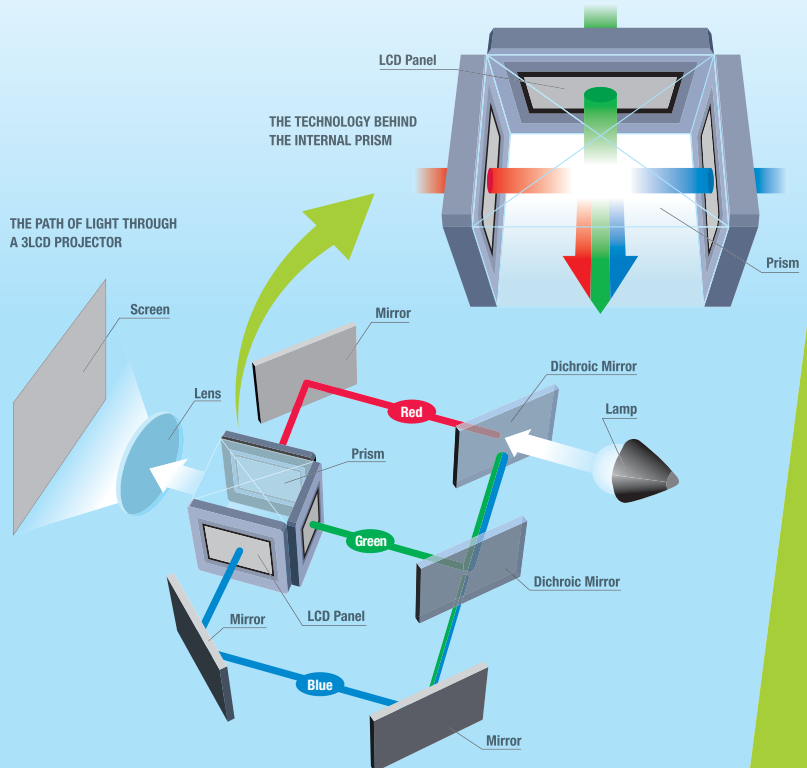
Inside a 3LCD Projector

3-panel LCD System... Technology by EPSON

EPSON 3LCD PROJECTORS

When it comes to projector technology, image quality is the hallmark of excellence. When powerful images are a must, so is an EPSON 3LCD projector. Projectors that use 3LCD technology are easy on the eyes because they reproduce beautiful images in bright, natural colours with smooth motion and no colour break-up.

Light is separated into Red, Green and Blue beams by stationary mirrors. Each colour passes through an LCD panel which creates shades of that colour. Single colour images are combined by a prism to create a full colour image in the projector, which then passes through a lens onto the screen. A 3LCD projector has no moving parts in the light control system and projects a full colour image with smooth motion and no colour break-up.



Why Choose a 3

Bright Images

Because 3LCD projectors continuously project Red, Green and Blue colours, images are bright and colourful. Our internal testing established that EPSON 3LCD projectors consistently yielded brighter Red, Green and Blue colours than 1-Chip DLP™* projectors with similar lumens ratings.

Every colour is faithfully reproduced by 3LCD projectors with dynamic brightness, vibrant and accurate colours that breathe life into any presentation, whether for high profile business seminars, movies or the latest gaming console. 3LCD projectors take image quality to its natural best.

Natural Images

3LCD projectors can project a very wide range of colours. Smooth movement in the microscopic liquid crystals in LCD panels allows for natural colour changes, especially in darker parts of images. Conversely, due to limited gradation of darker shades, many 1-Chip DLP™* projectors cannot faithfully reproduce subtle colour changes, resulting in a visual distraction called “Dither Noise”. This is not an issue with 3LCD projectors.

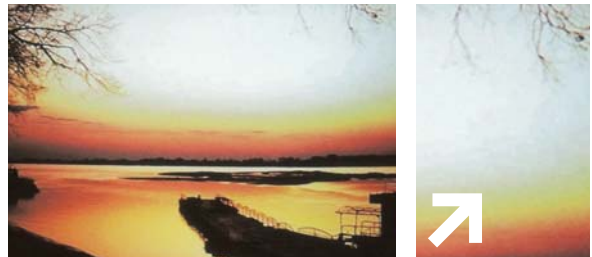
COMPARISON OF COLOUR REPRODUCTION / BRIGHTNESS



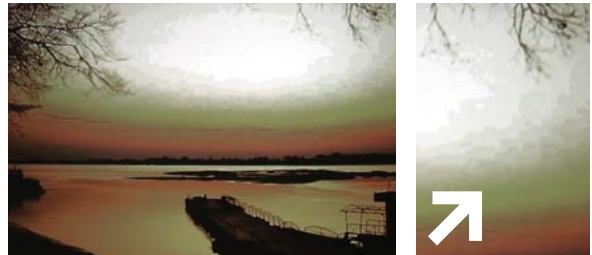
3LCD Projector Image

1-Chip DLP™* Projector Image

COMPARISON OF GRADATION



3LCD Projector Image



1-Chip DLP™* Projector Image

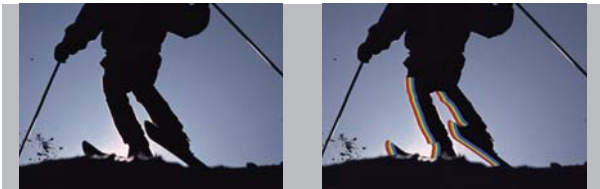
Results were found by comparing several models of top selling 1-Chip DLP™* business projectors from countries with high market share against several EPSON 3LCD business projectors with similar specifications and prices (as of July 2004). Images are simulated to show results.

LCD Projector?

Gentle on the Eyes

3LCD projectors reproduce images that are easy on the eyes. These images will not have colour break-up (or “rainbow effect”), which may be seen with 1-Chip DLP™* projectors. The “rainbow effect” is a result of colour sequential technology which can be distracting to viewers. In short, with 3LCD projectors, you will be sure of thoroughly amazing, enjoyable images.

ILLUSTRATION OF THE RAINBOW EFFECT



3LCD Projector Image

1-Chip DLP™* Projector Image

High Reliability

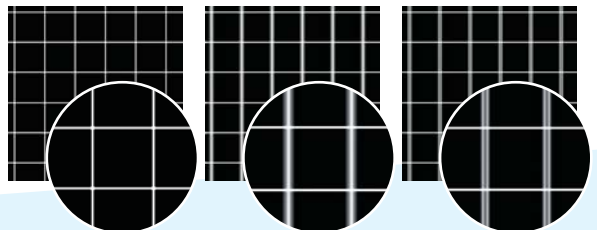
3LCD projectors use no moving parts in the light control system, which makes it highly reliable over many years of operation.

Smooth Motion

3LCD projectors use three separate liquid crystal panels - Red, Green and Blue - to form a continuous image containing all colours. This means that even rapid motion video will appear smooth. With 1-Chip DLP™* projectors, viewers may see multiple lines or blurry images in rapid motion video.



GRIDS MOVING HORIZONTALLY



Original Image

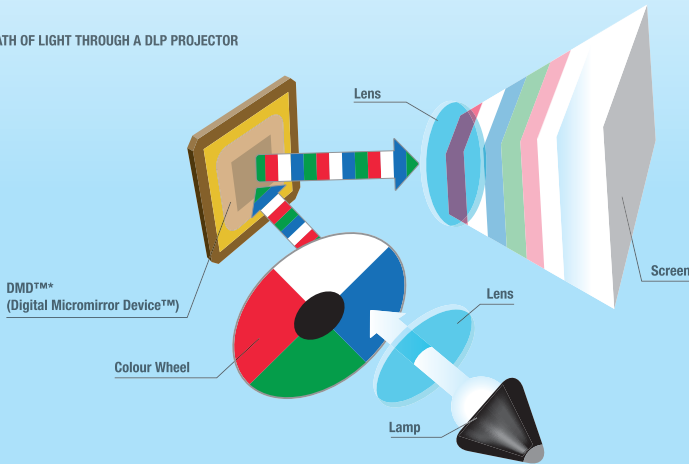
3LCD Projector Image

1-Chip DLP™* Projector Image

Inside a 1-Chip DLP™* Projector

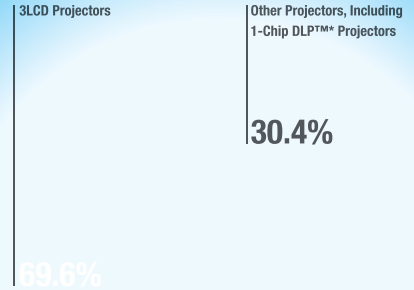
The second most common projector technology is 1-Chip DLP™*. In this system, light passes through a rapidly spinning colour filter, where it is broken down into sequences of Red, Green, Blue and White. The image is formed by each colour in turn reflecting off thousands of tiny hinged mirrors through a lens. A 1-Chip DLP™* projector has thousands of moving parts. It projects a rapid sequence of Red, Green and Blue images that are combined by the viewer's eye / brain to create the impression of a full colour image.

THE PATH OF LIGHT THROUGH A DLP PROJECTOR



The Broad Reach of 3LCD Projectors

3LCD is the most widely used projection technology in the world today, with nearly 70% of all projectors sold in 2003 using 3LCD technology. It is testament to customer confidence in 3LCD that more than 6.6 million 3LCD projectors have been sold worldwide in the past 15 years.



Based on independent research by Decision Tree Consulting (DTC)

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01/05

Why Choose a 3LCD Projector?

- Bright Images
- Natural Images
- Gentle on the Eyes
- Smooth Motion
- High Reliability

