

EPSON

A SPECIAL EPSON PROMOTION

Power-Packed Audio Visuals

WITH EPSON 3LCD DIGITAL PROJECTORS

Epson's 3LCD digital projectors are bright, sharp and colourful, so whether you're a professional increasing your sales or an enthusiast displaying your best work, there's an affordable Epson model for you.

You know how great it is to sit in a theatre with your senses surrounded by sound and vision. Few experiences compare, so imagine how you'd feel if it were *your* images being projected to the accompaniment of your favourite music? And imagine how your clients will feel when they see photos of *them* projected the same way!

Creating powerful audio visuals with the help of a digital projector has never been easier. And while you may have thought digital projectors were a tad expensive, think again because as technology has advanced, digital projector features have skyrocketed and prices plummeted.

What Makes A Good Digital Projector?

So what are the features you should look for in a digital projector? At the core of every projector is its brightness, its contrast ratio and its output resolution (how many pixels are projected).

Brightness is needed to ensure you can see the projected image clearly. You need more brightness in a larger venue because the light

has to travel further, but you also need more light in venues that are not completely dark because the projected image is competing with the ambient lighting.

Sufficient brightness with Epson projectors is not an issue because they use a three panel LCD system (3LCD) and have specially developed E-TORL (Epson Twin Optimised Reflection Lamps) projection lamp. Unlike other projection systems, Epson's 3LCD has no moving parts in the optics and projects a full colour image with smooth motion and no colour break-up.

An output of 1200 ANSI lumens is considered ample for lounge rooms at home and photography studios. Larger conference rooms and classrooms with some ambient lighting require a little more (2000 ANSI lumens) while over 3000 ANSI lumens is needed for larger venues.

All of Epson's projectors are well endowed in terms of brightness, but this is just part of a great picture. Equally important is a good contrast ratio – the difference between black and white in the projected image. Also, the larger the contrast ratio, the better your image will look in terms of accurate, saturated colour detail.

Projectors are generally offered two ways: high brightness (say 2200 to 2700 lumens) with a medium contrast ratio (say 400:1); and a high contrast ratio (up to 12000:1) with medium brightness (maybe 1200 lumens). It's a balancing act.

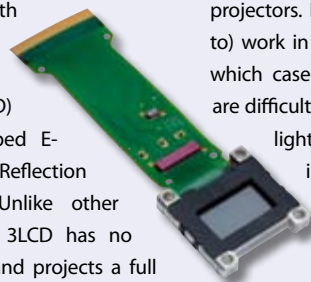
A large contrast ratio is most useful in a completely darkened room, so home lounge rooms at night and studio rooms that can be blacked out can take best advantage of these projectors. However, not all of us can (or want to) work in a completely dark environment, in which case the deep blacks and rich colours are difficult to achieve (because of the ambient

light in the room affecting the projected image), and so a large contrast ratio can be somewhat wasted. For this reason, Epson's portable 17-series projectors have a lower contrast ratio but high brightness so they can produce a brilliant image even in a partially lit room, whereas the home theatre projectors which are designed to operate in complete darkness boast a very high contrast ratio, but need less brightness (as too much brightness can be as bad as not having enough).

What should photographers look for? There's no doubt the best quality projected image comes from a high contrast projector in a completely darkened room – and with a good screen or projection surface.

And More Resolution

And finally, image quality is also determined by how many pixels you project. As with digital cameras, more pixels are better, reproducing finer detail and sharper, clearer images. Epson's projectors range from the industry standard XGA (1024x768) pixels right up to the new 1080p standard with 1080 vertical pixels. This latest projection standard is designed for High Definition TV, Blue-ray and HD-DVD, and the extra pixels are fundamental for photographers wishing to project a knock-out image. Whereas



the 800x600 and even 1024x768 pixel image can look great, a 1920x1080 image looks more like a printed photograph than a projected image. Even better, the new 1080p standard includes 10-bit colour processing and over a billion colours for exceptionally smooth gradations and clarity. If you thought that digital projectors weren't up to it, think again because the latest Epson EMP-TW1000 re-writes everything we've ever thought about digital projection.

Which Epson Model?

Assuming you can project in a fully darkened room (in order to take advantage of a high contrast ratio), there is only one projector photographers should consider for displaying their work: Epson's EMP-TW1000.

This latest 1080p standard projector has an ultra high contrast image of 12000:1, a bright 1200 lumen image and, of course, an incredible wide-screen 1920x1080 pixel resolution. Using an E-TORL 170W lamp and an Auto Iris Function which controls the lamp brightness 60 times per second, the EMP-TW1000 can regulate image brightness and contrast like never before. In bright scenes, the whites are very bright and dark scenes are projected with a richer black than ever possible before, allowing for incredibly clear and vivid images.

The EMP-TW1000 features a six-axis colour adjustment for really fine tuning colour and contrast; Epson's Super White mode which automatically compensates for overexposure often evident in bright portions of images (wedding photographers will be delighted); and you can even customise the gamma curve easily and freely while viewing the projected image. The latter function helps in adjusting the gradation of dark and delicate parts within an image – no lost details in the shadows or the highlights.

The projector offers six colour modes (Dynamic, Living Room, Natural, Theatre, Theatre Black 1 and 2) which help adapt it to the projection room, and it also accepts the latest Version 1.3 HDMI digital interface, so there need be no degrading analog conversions between your computer and the projector. Best of all, the EMP-TW1000 has a wonderful vertical and horizontal lens feature that allows you to reposition the projected image up to nearly two screen widths laterally and close to three screens vertically without altering the image shape or compromising image quality. This means no more key-stoning and, even better, the projector no longer has to sit in the middle of the room taking up the best seat!

And the best way to convince yourself that this is the best projector for photographers is to see it for yourself. You will be amazed. However, the EMP-TW1000 projector does come with a

couple of caveats. First, its ultimate image quality requires a dark viewing room. If there's too much ambient light then the images may look a little flat in a large room (it has a 1200 lumen output) and so you could be better served by a higher lumen projector (such as the EMP-1715). Second, the EMP-TW1000 isn't a large projector, but it's not an ultra lightweight portable either. If you're taking your projector out to a variety of venues where ambient light could be a problem, then the EMP-1715 may be a better bet.

Portable Wonder

And it's a good bet, too. The EMP-1715 features a 2700 lumen output with a 400:1 contrast ratio. Delivering a 1024x768 pixel image, the image is bright, extremely clear and beautifully coloured. No, it doesn't match the EMP-TW1000 in terms of photographic quality, but it doesn't require a dark viewing room and it is very light and small.

One great new feature is the ability to connect the projector to a laptop using a plug-and-play USB cable, so there's no more fussing around with different display modes on the computer – the image is sent directly to the projector without any further interaction required.

Designed with the business community in mind but much loved by photographers, the EMP-1715 is also a wireless projector using high speed 802.11 a/b/g connectivity, so you can set up your projector and computer wherever you like in the presentation room and not worry about connecting the two with cables.

Of course, wouldn't it be great to give your presentation without a computer? Well, you can. The EMP-1715 with its PC-Free built in software lets you connect any USB-compliant storage device (including digital cameras) directly to the projector and it will display images and movie files directly from the USB device. You can even convert PowerPoint presentations to run from a small USB-drive, complete with transitions and the ability to navigate through the show.

And for the adventurous, why not gang two, three or four EMP-1715 wireless projectors together and project large format panoramas? Just as you can create extended desktops on your computer for multiple monitors, the same multi-screen display can be projected with Epson's EMP-1715s. It's really amazing the features that have been packed into these featherweight projectors.

Your Next Projector?

We're sure we've whetted your appetite for big screen presentations, the next step is to work out which Epson model is most suitable for your situation. For more information and projector specifications, visit www.epson.com.au or contact your local Epson projector dealer.



The EMP-TW1000 has a wonderful sliding lens stage that allows you to position the image anywhere on a wall.



EMP-1715 Projector

Brightness: 2700 ANSI lumens

Contrast: 400:1

Display: XGA (1024x768 pixels)

Weight: 1.7 kg

Features: Multi-screen feature to view panoramic photos, automatic keystone correction, USB connectivity, light weight, PC Free. Wireless. Plus bonus lamp offer!



EMP-TW1000 Projector

Brightness: 1200 ANSI lumens

Contrast: 12000:1

Display: 1080p (1920x1080 pixels)

Weight: 5.6kg (tbc)

Features: 10-bit colour processing, lens shift, state-of-the-art image quality, ideal for photographers.

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