



# DEEP BLACK

## EPSON'S AMAZING TW2000 PROJECTOR

**Searching for a projected image that looks as good as the prints on your walls? Epson's Deep Black technology has created it and your photos have never looked better!**

There is a simple recipe to get your audience gasping in awe as they look at your photographs: great images, a purpose-designed screen and a high quality Epson 3LCD projector. Add in surround sound and you have a audio visual experience like no other.

### **The Perfect Projector**

This is also the experience that Epson is striving for – an image quality that matches the ability of the human eye.

Image quality in a digital projector is determined by its brightness, its contrast ratio and its output resolution. Brightness is needed to ensure you can see the projected image clearly,

so different projectors have different lumen ratings. High lumens are suitable for public venues and theatres, whereas lower lumen ratings are designed for more intimate settings like a home, a studio or a small theatre.

Contrast is required to give an image its visual quality and colour. The larger the contrast ratio, the larger the number of colours and tones can be displayed and the more photo-realistic the projected image becomes. Of course, a fully darkened projection room or theatre also helps optimise image quality.

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, Blu-ray and HD-DVD, and the extra pixels are fundamental for photographers wishing to project a knock-out image. A 1920x1080 image looks more like a printed photograph than a

projected image.

Epson has gone a long way to ensure the subtle details, the rich colours and the smooth gradations of your original images are translated onto the screen and its latest advance is called 'Deep Black' technology and is found in the new EMP-TW2000 3LCD digital projector.

### **Epson TW2000**

The TW2000 is a 1080p standard projector with three separate LCD panels, but what is 'Deep Black' and how does it improve the High Definition standard?

To produce the ultimate in deep, rich blacks, Epson's DeepBlack technology uses phase control light management systems with each of its three D7, C2F (Crystal Clear Fine) LCD panels to reduce the amount of unfiltered light, thus deepening blacks and increasing the native contrast ratio of the projector by a factor of about four.

When you turn on a normal projector, even if you have black areas in your photograph, the projector is still sending light to the screen. However, light can't be 'black' and so even the 'darkest' areas of your image are actually being illuminated. What Deep Black does is reduce the amount of light in these areas. With the auto-iris feature enabled, the EMP-TW2000 can achieve a 50,000:1 contrast ratio, giving really rich, deep





blacks, vivid colours and subtle smooth tones, all in smooth flowing and lifelike images.

The three D7, C2F (Crystal Clear Fine) LCD panels each has a 20 percent improvement in aperture ratio that improves light transmission and reduces even further the microscopic gaps between pixels, increasing brightness and contrast at the viewing screen. Add in a 12-bit per channel LCD driver capable of controlling 68.7 billion colours and you also have a phenomenal boost in colour and tonal range accuracy, essential for professionals wanting to show clients exactly how much quality they can expect in their prints.

Photographers will also appreciate the new colour space which is 1.8 times larger than sRGB. Digital cameras are generally capable of many more colours (a larger colour gamut) than can be found in the relatively small sRGB colour space. Unfortunately, lesser projectors which are limited to the sRGB colour space can only 'clip' these colours and so you can end up with detailless colour mush that makes your photographs look soft and unclear. With the TW2000, the larger colour space means more colours to view and greater colour accuracy in everything from skin tones and clothing to exotic locations and landscapes.

The Epson TW2000 has a high quality projection lens with a 2.1x zoom range. Colour aberration is diminished by using a high calibre aspherical lens elements and extra low dispersion glass which has a newly developed ultra-low reflection multi-coating to minimise flare and allow the images to be represented brightly in sharp, ultra high contrast.

Other features that make the EMP-TW2000 an ideal studio or camera club projector include a vertical and horizontal lens shift function allows you to reposition the image up to nearly two screen widths laterally and close to three screens vertically without altering the shape or compromising the image quality. This useful

**The EMP-TW2000 has a wonderful sliding lens stage that allows you to position the image anywhere on a wall.**

function allows you to place the projector off to one side or above your head and still view an undistorted image on the screen.

With Epson's small and energy efficient 170W E-TORL lamp, the TW2000 is capable of projecting an impressive 1600 ANSI lumen, making the unit ideal for studios, homes and small theatrettes. The high performance ETORL lamp effectively eliminates light leakage and minimises light diffraction, plus there's an inbuilt cinema filter which allows for wider colour spaces and colour purity.

And being a 3LCD projector, the TW2000 operates at lower lamp temperatures than other projection systems of similar brightness, allowing for quick start up and shut down and most importantly, making the projector quieter with less fan noise.

### Your Next Projector?

The TW2000 is the ideal projector for wedding and portrait photographers. It can slip into any size room and even be positioned off-centre, yet project an image quality that will astound your clients. Plus a projected image this good and this big has many advantages over a computer monitor. Apart from the sheer impact of size, it will also let you project your portraits to actual size, an incredibly useful selling tool.

And for private photographers and camera clubs? The TW2000 will simply amaze you. Its Deep Black technology, 50,000:1 contrast and 1080-pixel resolution really will leave your audience gasping in awe.

All you have to do is take the photographs!

For more information and projector specifications, visit [www.epson.com.au](http://www.epson.com.au) or contact 1300 130 194 for your nearest Epson projector dealer.



### EMP-TW2000 Projector

Brightness: 1600 ANSI lumens

Contrast: 50,000:1

Display: 1080p (1920x1080 pixels)

Weight: 5.6 kg

Features: Deep Black technology, remote control, lens shift. The best just got even better!



### EMP-TW1000 Projector

Brightness: 1200 ANSI lumens

Contrast: 12000:1

Display: 1080p (1920x1080 pixels)

Weight: 5.6kg

Features: Remote controls, lens shift, state-of-the-art image quality, ideal for photographers.



### EMP-1815 Projector

Brightness: 3500 ANSI lumens

Contrast: 400:1

Display: XGA (1024x768 pixels)

Weight: 2.9 kg

Features: Remote controls, automatic keystone correction, USB connectivity, PC Free, Wireless.

**EPSON**  
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