

**FOR IMMEDIATE RELEASE**

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**Studio Experience Introduces the Top-of-the-Line *Premiere 50HD***  
***When Image is Everything***

*Poulsbo, WA (July 8, 2003)*—**Studio Experience**, the division of BOXLIGHT specializing in advanced home theater video projectors, is proud to present the *Premiere 50HD*. This upscale, home theater projector produces an image a cut above the competition and is perfect for anyone looking to install or upgrade to a professional dedicated home theater.

The *Premiere 50HD* pays special attention to image with its (**HD2 DLP™ “Mustang” chip**). This advanced technology enables the projector to unleash the full potential of video and graphics by manipulating light to produce an all-digital image. The outcome is a brighter, sharper, versatile, and more reliable image time and again.

Picture sharpness and clarity is achieved through the use of the **Faroudja Video De-Interlacing chip**, which provides **3:2 pull-down** and **DCDi™**, resulting in smooth, sharp images. **1000 ANSI lumens** allows for viewing in a setting with soft surrounding light.

The larger the contrast ratio the greater the ability of a projector to show subtle color details and tolerate extra light coming into the room. The *Premiere 50HD* has an incredibly high **contrast ratio** of **1700:1** providing an extraordinary clarity of image, which will leave viewers applauding time and again.

Optimal for HDTV viewing, the *Premiere 50HD* gives an accurate home theater experience with **native 1280 x 720 resolution** and **16:9 aspect ratio**. The native 16:9 aspect ratio allows HDTV viewing in its native format without any of the black bars found in traditional 4:3 displays.

The *Premiere 50HD* is **HDTV/EDTV** ready and is compatible with 1080i and 720p HDTV standards and 480p for viewing DVDs.

Included on the projector is **High-bandwidth Digital Content Protection (HDCP)**, designed to secure digital entertainment content thus providing a way for transmitting and receiving digital signals through DVI-compliant displays.

Featured in this projector is **eWARP™** technology (4-quadrant keystone correction) permitting the unit to be set at virtually any angle to the screen and still maintain a perfectly squared-up image. The unit can be offset at an angle of up to 40-degrees from the center of the screen and still maintain a flawlessly undistorted square image. This

allows for the most flexibility in any home theater projector when it comes to space. Weighing only **11 lbs**, this projector can also be moved from room-to-room or even easily carried to another location.

The Studio Experience Premiere 50HD offers the highest quality image of almost any home theater projector on the market. Packed with home theater specific features, the Premiere 50HD is the best choice for anyone desiring an extraordinary home entertainment experience.

Studio Experience is a leading manufacturer of home theater projection and video products. With a reputation built on ingenuity and top-notch service and support, Studio Experience has a unique understanding of what it takes to create the ultimate visual experience in a home theater.

Founded in 1999, the company offers an extensive selection of projectors, plasma displays, and other video products, all of which have been specifically engineered and fine-tuned for home theater video use. The company's line of digital projectors, which include the Matinee, Cinema, and Premier series, have received extensive recognition from a number of respected home theater, audio/visual, and consumer publications.

A 3-year parts and labor warranty, which can be upgraded for up to four years of total coverage, and a 120-day or 500 hours (whichever comes first) lamp guarantee come standard on all Studio Experience projectors. All units are also covered by 24/7 free technical support for the life of the product.

More information on Studio Experience's complete line of home theater video products is available via the company's website, [www.studioexperience.com](http://www.studioexperience.com). To find a dealer in your area, contact Studio Experience at 1-800-667-6147 or e-mail at [sales@studioexperience.com](mailto:sales@studioexperience.com)

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**EDITOR'S NOTE:** The Studio Experience Premiere 50HD is available for review. If you would like to request a review unit or would like to speak with a Studio Experience representative, please contact Emily Dance or Ginger Vaughan at (206)842-8922 or via E-mail at [emilydance@bainbridge.net](mailto:emilydance@bainbridge.net) or [ginger@bainbridge.net](mailto:ginger@bainbridge.net).