



*Sue Morgan/Lucette Nicoll
Nicoll Public Relations, Inc.
781-762-9300/ sue@nicollpr.com*

NEW PRODUCT INFORMATION

**For Release CES 2004
#17277 LVCC South Hall 1&2**

VIDIKRON TO UNVEIL TWO NEW PROJECTORS AT CES

Las Vegas, Nevada...January 8, 2004... Vidikron has announced two new high technology home theater projectors that will be demonstrated at the 2004 Consumer Electronics Show in Las Vegas, January 8 – 11, in their booth #17277 in LVCC, South Hall Two.

The introduction of these two models continues to advance Vidikron's commitment to enhancing the lifestyle of consumers seeking higher-end products that offer state-of-the-art performance in a contemporary home environment. That quest combines superb picture quality with ease of use ergonomics, pleasing product styling and flexible usage.

The Vidikron **Vision™ Model 60** is a 3-chip unit utilizing advanced D-ILA™ technology for exceptional resolution and video clarity. Vidikron's implementation of D-ILA engineering results in unprecedented black reproduction, outstanding color rendition and an extremely smooth, flicker-free image.

The **Vision Model 60** uses three native 16:9 aspect ratio D-ILA chips, and boasts a high definition resolution of 1400 x 788. Light output is measured at 17.9 foot-Lamberts using Vidikron's Cinema Standards Measurement System™ (CSMS), and 1000 ANSI lumens. Contrast ratio is given at 800:1. The multi-standard **Model 60** offers a comprehensive array of inputs including DVI with HDCP, and its compact, Italian-inspired chassis design weighs only 20 pounds.

Vidikron is also introducing the **Vision Model 100**, an exceptionally high performance, high light output projector, featuring Vidikron's LightAmp™ LCD technology. It is intended for upper-end home theater applications where high ambient lighting conditions exist, such as family rooms and great rooms.

The **Model 100** features next-generation, active matrix TFT LCD technology in a native 16:9 aspect ratio configuration. The three-panel **Model 100** produces tremendous light output measured at 69.3 foot-Lamberts (CSMS), and 4000 ANSI lumens, produced by a powerful, dual UHP lamp arrangement.

The **Model 100** offers high definition resolution of 1366 x 768, and has a contrast ratio of 900:1. The multi-standard Model 100 offers a variety of features including lens shift capability for installation flexibility.

The highly respected Vidikron brand was established in 1980 in Milan, Italy, and was acquired by Runco International in 2002. Vidikron offers a comprehensive selection of high performance, cutting edge video products, distributed through a select network of authorized Vidikron dealers and custom installation professionals. For more information on Vidikron, visit our website at **www.vidikron.com**.

Both Vidikron products are slated for delivery in the Second Quarter 2004. The **Model 60** will have an MSRP of under \$15,000, while the Model **100** will retail for under \$25,000.

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Vidikron's CES exhibit is located at the LVCC, South Hall Two, Booth 17277

**Digital Images are available on request from:
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