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BenQ America Corp. Contact:

Leslie Stevens

Tel: +1 (949) 363-5340

Email: leslie@eclipsemarketing.net

Web: www.BenQ.us

Media Contact:

Veronica Esbona

Wall Street Communications

Tel: +1 (954) 392-6990

Email: veronica@wallstcom.com

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For Immediate Release

BenQ Helps Schools Go 'Green' While Providing As High As 13,000:1 Contrast Ratio Performance With Smart Eco Mode Technology

***BenQ to Display MX850UST DLP® Ultra Short-Throw Projector Utilizing New
Energy-Saving Technology at ISTE 2011***

IRVINE, Calif. — June 15, 2011 — BenQ, the No. 1 DLP® Projector brand in the world, today announced that it will be demonstrating its first DLP projector to feature the company's energy-saving Smart Eco Mode technology at the International Society for Technology in Education (ISTE) 2011 conference and exposition, June 26-29 at the Pennsylvania Convention Center in Philadelphia. With Smart Eco Mode, BenQ's MX850UST projector combines optimal picture performance with maximum energy savings for classrooms. Saving up to 50 percent more energy than other systems, the projector extends lamp life, resulting in lower total cost of ownership and less maintenance for schools.

"We are proud to be the first manufacturer to offer an energy-saving technology like Smart Eco Mode, a breakthrough innovation that provides students with a richer learning experience, while helping schools reduce their impact on the environment and lower costs to meet tight budgets," said Juan Alvarez, education director at BenQ America Corp. "And with its increased contrast ratio and amazing picture quality, Smart Eco Mode proves that going 'green' doesn't have to come at the expense of performance. We look forward to demonstrating our new MX850UST with this revolutionary technology at ISTE 2011."

BenQ projectors with Smart Eco Mode automatically calculate the optimum lamp power needed for

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the best contrast performance. Not only does this save energy and extend lamp life — dramatically reducing replacement costs — but it also improves the viewing experience by providing a contrast ratio as high as 13,000:1 for improved detail in dark scenes. In addition, a “save” mode can be utilized that acts as a screensaver when the projector is not in use. At the touch of a button, screen brightness is dimmed by 70 percent while the image remains clearly visible. This feature allows teachers to save energy and preserves lamp life, while focusing the attention of the class away from the screen when needed.

The MX850UST combines Smart Eco Mode technology with a 13,000:1 contrast ratio, brightness of 2500 ANSI Lumens, and a native XGA resolution of 1024x768. The 3D-ready projector features a 10-W speaker and microphone input, a 0.45 short-throw ratio (81 inches at 2.43 feet), and lamp life of 3,500/5,000 hours (normal/eco mode), and offers the convenience of integration with control systems from Crestron, PjLink, and AMX. Available in August, the MX850UST provides support for BenQ’s first and only 4-foot by 12-foot interactive digital whiteboard, which the company will feature at ISTE in a live demonstration using its MX880UST projector.

Unlike traditional whiteboard concepts featuring one projector and a smaller screen, BenQ’s solution integrates three projectors into one seamless display. For a more efficient and interactive classroom environment, BenQ’s whiteboard is easy for teachers to use via control from a single desktop. This approach enables teachers to save and share their work in a normal desktop environment, thus creating new avenues for collaboration. Assisting teachers as they move toward a digital environment, BenQ’s interactive solution utilizes a technology that incorporates sensors to track the movement of the digital pen, eliminating the need for traditional markers and cumbersome workspaces.

BenQ’s MX850UST projector and interactive digital whiteboard solution will be on display at ISTE in booth 961. The MX850UST and additional models featuring BenQ’s Smart Eco Mode technology will be available in Q3/Q4 2011.

Additional information on the full line of BenQ products is available at <http://www.BenQ.us>.

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About BenQ Corporation

BenQ Corporation, a leading provider of networked digital lifestyle devices, is a multifaceted company with strengths in product design, visual technology, and mobile technology. BenQ offers unrivalled breadth and depth of products and integrated technologies across platforms through the brand promise of “Bringing Enjoyment and Quality to Life,” including digital projectors, LCD monitors, LCD TVs, digital cameras, eBook readers, mobile Internet devices, storage devices, and human interface devices such as mice and keyboards.

About BenQ Group

The BenQ Group comprises companies that operate independently while sharing resources and leveraging synergies among them. The BenQ Group companies include BenQ Corporation, AU Optronics Corporation

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(world's top three manufacturer of large-size TFT-LCD panels), Qisda Corporation, Darfon Electronics Corporation, BenQ Materials Corp., BenQ Guru Software Co., BenQ Hospital, BrightView Corp., Cando Corporation, Daxin Materials Corp., Darwin Precisions, Ltd., Dazzo Technology Corp., Forhouse Corp., SiPix Imaging, Lextar Electronics Corp., Raydium Semiconductor Corp., Trident Medical Corp., and Welypower Corp.