

BenQ Debuts New Digital Home Cinema Projector with HD2+ Chipset from Texas Instruments

The BenQ PE8710 Features New Generation Optical Engine, 7-Segment Color Wheel and a High 2500:1 Contrast Ratio



Las Vegas, NV (Jan. 8, 2004) - BenQ debuted its new digital home cinema projector, the PE8710, that incorporates Texas Instruments' HD2+ DMD chipset. The PE8710 is the latest addition to BenQ's well-received and ever-growing home cinema projector line.

Utilizing proprietary BenQ video-processing technology to support the DLP™ chip set, the PE8710 delivers vivid images that reflect the power and capabilities of the projector. The BenQ PE8710 is HDTV ready (480i/p, 576i/p, 720p and 1080i) with YCbCr/YPbPr inputs and

supports S-Video, DVI (HDCP), composite, component and progressive component video.

"The PE8710 is the new BenQ home cinema projector that delivers maximum features and performance," said Jeff Chen, vice president of Digital Media at BenQ. "The PE8710 offers such performance features as a 300Hz refresh rate and a 30dB audible noise level, which ensures the highest level of video expressiveness and sharp moving pictures."

The BenQ PE8710

The BenQ PE8710 delivers an ultra-high 2500:1 contrast ratio at 900 ANSI lumens. The BenQ PE8710 has a native resolution of 1280 x 720, or up to 1280 x 1024 at 60Hz. It features 3:2 pull-down recovery, 300Hz refresh rate, PIP/POP functions, P-Scan and Digital Keystone correction for quick and easy set up. Its seven-segment color wheel, four independent color adjustment operations and 16.7-million color palette ensures accurate color reproduction. The PE8710 also supports NTSC, PAL, SECAM and NTSC 4.3 video systems.

The projector comes with BenQ's product commitment-a free first year "Xpress Xchange" program and a three-year limited warranty.

The BenQ PE8710 will be available in Summer 2004 with an estimated retail price of \$7,995.

About BenQ

BenQ is an industry leader in networking lifestyle devices with an expertise that encompasses display, storage, imaging, wireless and broadband areas. BenQ has manufacturing plants in Malaysia, Mexico, China and Taiwan. The company has 15,305 employees worldwide, supporting a strong global sales marketing and service network spanning Asia-Pacific, Europe and the Americas. BenQ has research and development facilities in Taiwan, China and the U.S., and has more than 2,000 research and development employees. BenQ has amassed 1,225 global patents. For more information about BenQ, please visit our Web site at www.BenQ.com.

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