

**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 **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.

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. To find a dealer in your area, contact Studio Experience at 1-800-667-6147 or e-mail at sales@studioexperience.com.