1080p: SIM2 sets the benchmark for future standards in single-chip front projection with the introduction of the HT3000 projector based on HDTV 1080p chip DLP® at CES 2006

Featuring 0,95" 1080p single-chip technology for a true, uncompressed HDTV resolution, the HT3000 is the latest testament to SIM2's ability to consistently set the standard for quality and innovation in the home theatre projection marketplace

CES (Hilton suite 2910), Las Vegas, USA – January 2006 – Building on its tradition of quality and innovation, SIM2 Multimedia, the leading manufacturer of home theatre projectors, premieres through its sister company SIM2 USA, the **HT3000** - the premier 1-chip projector to offer a **true, uncompressed 1920x1080 HDTV resolution**. Combining a new level of cinematic realism with full HDTV resolution for genuinely film-like images, the HT3000 joins and completes the company's Grand Cinema™ HT single-chip line and begins a new era in Home Theater.

Featuring 0,95" 1080p single chip technology, SIM2's proprietary light engine, 7-segment color wheel, full 10 bit DSP on DMD and on all analog inputs, and Dynamic Noise Reduction, the Grand Cinema™ HT3000 projector delivers excellent contrast ratio, sharp, smooth and seamless images, enhanced colors, and greater detail to dark scenes. Best picture management software and customizable memory functions, further ensure the perfect picture every time. And, in addition to all other popular video formats, the Grand Cinema™ HT3000 supports inputs from digital and analog HDTV sources, over 2xHDMI .

"*SIM2 is all about taking cutting-edge technology and refining it to create products that consistently push the performance envelope. It is in this constant pursuit for excellence, that last year we have proudly introduced the Grand Cinema™ C3X series – SIM2's top-of-the-line product series based on 3-chip DLP® technology – and for 2006, the all-new HDTV single-chip HT3000 projector* ", says SIM2's Managing Director, Maurizio Cini.

"*We couldn't be more pleased with this new projector and look forward to provide single-chip movie-fans with a real movie star treatment,* " continues Maurizio Cini. "*The HT3000 will enhance the cinematic experience by utilizing the industry's highest picture resolution to recreate movies exactly as the director intended. It is SIM2's new reference product in the single-chip DLP®-based Grand Cinema™ HT series, the same product line that features the award-winning HT300E and HT300 E-LINK models*"

Grand Cinema HT3000 availability
The Grand Cinema™ HT3000 projector will be available in SIM2's signature gun metal finish and a variation of the elegant C3X cabinet starting from Spring 2006.

At CES, SIM2 will also show **two new additions to** its flagship 3-chip DLP®-based High-Definition **Grand Cinema™ C3X** projector line – the multi-award winning series with features that match true cinema performance like no other thanks to 3-chip DLP® technology, with perfect colorimetry, loss-free and interference-free signals, and high brightness:
- Grand Cinema™ **C3X LITE** - Developed for those who do not require the higher brightness of the C3X and C3X LINK models, it sports a lower powered lamp (150W), a simplified version of the Alpha Path™ light engine, and a contrast ratio of 5500:1.
- Grand Cinema™ **C3X LINK** - Sporting all the stunning specs of the C3X model, the C3X LINK features the addition of SIM2's DigiOptic™ Image Processor – the remote unit featuring the greatest choice of inputs available and linked to the projector through a thin digital fiber-optics cable. The thin fiber optic cable can be run through the wall and hidden easily for a seamless installation and greater flexibility.

Grand Cinema™ C3X availability
The Grand Cinema™ C3X projectors are available in SIM2's signature Silver Gray finish. The C3X LITE and C3X LINK are shipping now.

Come and see SIM2's amazing product selection in action at the Las Vegas Hilton Hotel (suite 2910) from 5 to 8 January 2005 (CES show hours).

DLP is a trademark of Texas Instruments
Grand Cinema, Alpha Path and DigiOptic are trademarks of SIM2 Multimedia