SIM2 Pro Cinema Division Introduces its First Projector for Digital Theater Applications

MIRAMAR, FL (3/12/07) – SIM2 Multimedia, a leading manufacturer of home theater video projectors, has introduced the PROC3, the first model developed by the company's newly formed Pro Cinema division specifically to meet the needs of the professional cinema market. Built on a three-chip, 720p DLP® platform, the PROC3 delivers high-contrast and high-output performance with a remarkable degree of technical accuracy that is ideal for commercial applications such as E Cinema, pre-show advertising, and post-production applications.

"With more and more content being filmed, produced, marketed, and distributed entirely in digital formats, the commercial cinema industry is changing at a breakneck pace," comments Dan Drook, vice president of sales and marketing for SIM2's Pro Cinema division. "SIM2 has been at the forefront of the digital revolution in home theater for over a decade, so it is only natural that we would bring our expertise to the commercial theater industry. We are excited to introduce our first offering for this market, the PROC3."

The SIM2 PROC3 is built around a trio of Texas Instruments' 720p HD2+ DarkChip™3 DMD chipsets and SIM2's highly acclaimed proprietary ALPHA™ Path light engine. It is capable of and extremely high contrast ratio of 2800:1 (Full ON/Full OFF) in conjunction with high brightness output (4,000 ANSI Lumens) making it excellent for screen sizes of up to 300 inches. Thanks to the compact geometry of the Alpha Path folded light engine, the projector housing has a footprint of just 17" square.

The PROC3 boasts a comprehensive array of digital and analog video inputs to accommodate a full range of source equipment. It features a native resolution of 1280 x 720, and includes full 10-bit video processing and a high-quality internal deinterlacing/scaling engine to ensure optimal performance with every major video standard in use today. It is capable of 16:9, 4:3, and Letterbox formats, and also includes three custom user settings for each input, allowing for additional aspect ratio adjustments to suit any screen geometry. It also includes an RS-232 interface, and 12V trigger outputs.

In addition to its high-end video reproduction quality, the SIM2 PROC3 is backed by an industry-leading warranty program for parts, labor, and lamp. The PROC3 is currently available at a suggested retail price of $17,999.

SIM2 will be exhibiting it Pro-Cinema line at the ShoWest convention in Las Vegas on March 12th – 15th. For additional information, please contact Dan Drook at (574) 453-2200, or by email at ddrook@sim2usa.com.

About SIM2 USA Inc. and SIM2 Multimedia

Since their entrance into the US home theater market in 1999, SIM2 USA, under the guidance of its parent SIM2 Multimedia (established in 1995), has dedicated its resources to designing, developing and marketing products that meet the demands of the US market. SIM2 Multimedia is a world-wide leading manufacturer of home theater products and leading provider of high-end professional video wall solutions to the retail, public large venues and institutional markets. Over the years, SIM2 has gained a reputation for meeting the industry's demands for new, emerging technologies, offering high-quality and reliable products that meet the customer's need in any application. The marketing policies of the company are world-oriented with a direct presence in Italy (headquarters), Germany, UK and USA (subsidiary), and in over 45 countries world-wide through partnerships with qualified distributors.

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