

*SIM2 Introduces Grand Cinema™
HT3000 HOST Modular Full HD
Home Theater Projector*



Italian Design Combines Stunning Aesthetics and Performance with Long-Distance Connectivity

Amsterdam, 29 January 2008 – the latest high-definition video projector from Italian manufacturer SIM2 combines the flexibility of modular design with the astonishing video performance of the latest-generation DLP® 1080p chipset. Previewed at the 2007 CEDIA Expo in Denver, Colorado, SIM2's new Grand Cinema **HT30000 HOST** system pairs a surprisingly compact projector showcasing the stunning cabinet designs for which the company is famous, with a discrete outboard video input processor that connects via SIM2's proprietary, three-line optical-digital High-Definition Optical Signal Transfer (H.O.S.T.) system, which is able to link the two over distances up to 250m (750 feet).

According to SIM2 USA president Giorgio Corazza, the HT3000 HOST delivers the performance and versatility required by designer/installers of today's most sophisticated home theaters. *"The HT3000 HOST has a level of flexibility of installation that is only available from a modular design. The ability for an installer to connect a large number of source devices to the projector, while having to run only a single small diameter fiber-optic cable, is very advantageous. In this respect alone, the HOST concept is a very powerful proposition for both consumers and installers alike."*

The two-piece **HT3000 HOST** begins with an ultra-compact projector just 435mm square and weighing barely 11Kg., housed in a smoothly modern exterior created by noted designer Giorgio Revoldini, winner of numerous international design awards. Inside, the projector utilizes the latest-generation, 0.95-inch "DarkChip3™" DLP® DMD from Texas Instruments to deliver stunning full-HD 1080 progressive imaging. SIM2 adds its proprietary ALPHAPATH™ light engine, whose precision all-glass optics help to ensure stunningly defined, accurate HD imaging up to full-HD 1080p under real-world installed conditions. Integrated lens shift and digital keystone adjustment, wide-ranging picture size possibilities (50 to 300 inches), and a choice of lenses to provide a broad throw range, further make the **HT3000 HOST** an exceptionally installation-friendly design.

PRESS RELEASE

The SIM2 system's **HOST processor** is a separate, compact component (approx. 347 x 300mm) designed for flexible placement, thanks to SIM2's **H.O.S.T. three-line digital fiber-optic connection**, which empowers A/V installers to locate it up to an astonishing 250m from the projector. This capability creates an entire range of previously unavailable installation options and most important, eliminates the usual signal losses associated with long cable runs. The processor incorporates superbly flexible video switching with no less than six HDCP-compliant HDMI inputs, three HD-capable component-video inputs, and multiples of legacy composite- and S-video inputs as well as RGB and DVI formats. An optical digital-audio output and two 12-volt triggers are also on board for ultimate system-design flexibility, while an RS-232 serial port provides total control integration and access to software/firmware updating.

The **HOST** processor/switcher's full-depth 10-bit video processing performs high-accuracy scaling up to full-HD 1080p and de-interlacing of SD signals, ensuring that all incoming video content can exploit to the fullest possible extent the remarkable capabilities of the HT3000 HOST projector. Among the enabling technologies contributing to the system's impressive picture quality are: Texas Instruments' **full BrilliantColor™**, which delivers a broader color range for deeper, more intense colors for greater realism and color contrast and **Unishape™** lamp technology, a dynamic system offering millisecond precision light delivery, which increases light output and color bit depth.

Availability: February 2008

Cabinet finish: SIM2 signature Gunmetal finish

For more information, please contact:

UK: Mark Franks at +44-1825-750850 or via e-mail at mark.franks@sim2.co.uk

Headquarters: Sabrina Piga at +39-0434-383201 or via e-mail at spiga@sim2.it

Italy: Erica Siega at +39-0434-383204 or via e-mail at esiega@sim2.it

or visit the SIM2 website at www.sim2.com



About SIM2 Multimedia

SIM2 Multimedia is a world-wide leading manufacturer of home theatre (DLP technology-based) and e-cinema products and leading provider of high-end professional videowall solutions to the retail, public large venues and institutional markets. Over the years, SIM2 has gained in reputation 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), China, Germany, UK, USA (sister companies), and in over 45 countries world-wide through partnerships with qualified distributors.