



## **Optoma Launches the UK's smallest Pico Projector**

*60 inches in your pocket for a big screen experience on the move*

**London, 21<sup>st</sup> October 2008:** Optoma has unveiled the ultimate in pico projectors, which can throw an amazing 60 inch screen from a device that's small enough to fit in your pocket! The Optoma Pico Pocket Projector is the UK's smallest and lightest projector of its type, and the first to use DLP technology to guarantee remarkable image quality. Simply connect the Optoma Pico to a variety of media devices for instant home cinema-size images and share videos or photos with friends, watch a film on the move or present in a meeting. The Optoma Pico will be available to buy across the UK from November, priced at £249.

Small and light at just 115g, yet also strong and durable, the battery-operated Optoma Pico is primed for instant plug and play viewing on the move, to bring images to life from personal media players, mobile phones, iPods, PDAs and cameras. With a highly competitive battery life of two hours, this gives plenty of time to view an entire movie on one charge or get through an extended meeting.

The first pocket projector with the Texas Instruments' DLP Pico Chipset, the Optoma Pico delivers remarkably clear, vivid and detailed images. The DLP imaging technology enables an impressive 1000:1 contrast ratio for a pocket projector, enhanced by the amazing colour reproduction of an LED light source.

"The Optoma Pico sets the standard for pocket projectors, with a tiny device that generates a huge image at an affordable price," commented Steve Hicks, General Manager of Optoma UK. "Optoma has established a reputation for high quality, state-of-the-art projectors and the launch of our Pico further cements our position as a driving force in projector innovation."

### Technical Specifications

- Contrast Ratio 1000:1
- Lamp Life 20,000 hour
- Weight 115g
- Dimensions W50mm (2") D103mm (3") H15mm (1/2")
- Speaker 1 x 0.5w
- Proj. Distance Min 0.25 – Max 2.6m
- Image size 0.15 – 1.5m (6-60")

- Battery Life Up to 2 hours

The Optoma Pico Pocket Projector will be available from selected UK retailers and online stores from November 2008, priced at £249. For more information, visit: [www.optomapico.co.uk](http://www.optomapico.co.uk) .

- Ends -

## NOTES TO EDITORS

\* Optimum screen size depends on room size and projector distance

### **For more information and product images, please contact:**

Kate Solomon or Claire Barber

Wildfire PR

Tel: 020 8339 4420

Email: [optoma@wildfirepr.co.uk](mailto:optoma@wildfirepr.co.uk)

### **About Optoma** [www.optomaeurope.com](http://www.optomaeurope.com)

Optoma is a world leading designer and manufacturer of award-winning projectors for Business, Education, Professional Audio/Video and Home Entertainment, with comprehensive ranges to exceed the expectations of every user.

Optoma's innovative products are carefully crafted to deliver crystal clear images of unrivalled quality by incorporating the latest DLP® technology from Texas Instruments', together with advanced optical engineering expertise and dedication to superb product quality, Optoma has a special approach to customer service.

The Optoma Group has continental headquarters in Europe, the USA and Asia; whilst Optoma Europe Ltd, based in London, covers Europe, Middle East and Africa (EMEA), delivering local services from regional offices in Germany, France and Norway.