



## PRESS RELEASE

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### **HD DVD Promotional Group demonstrates flagship ThemeScene® HD81 projector for Cannes showcase**

**Optoma Europe Ltd** (London, June 6th, 2007) – Optoma are proud to report a high-profile appearance at this year's Festival de Cannes of its award-winning ThemeScene® HD81 projector. The HD DVD Promotional Group used the projector for high profile demonstration screenings on Cannes' world-renowned Majestic Beach - right at the heart of international film industry and a few steps away from the red carpet.

The HD DVD Promotional Group, which consists leading digital technology manufacturers and film studios, used the ThemeScene projector to achieve levels on detail for HD DVD content that not only surpassed that of standard definition, but also showcased the HD DVD format in optimum quality.

Eddie Cunningham, Chairman of the HD DVD Promotional Group Europe, says that projector makers play a key role in bringing the HD DVD experience to consumer's homes. "We can create the greatest content in the world, but if there's no way to see it as its best, then the consumer misses out. The HD-DVD European Promotion Group welcomes its relationships with HD projector manufacturers like Optoma because they are a critical component in HD DVD home theatre solutions that really showcase a great format."

The ThemeScene® HD81 provided the ideal complement to the HD DVD format. Skin-tones, strands of hair, pores in skin, and individual bricks in buildings are suddenly shown in a new light through the format. The HD81's pictures are incredibly refined, promising one of the clearest HD pictures available of a projector in this class.

Image quality from the ThemeScene® HD81 home cinema projector is normally the reserve of film screening rooms and its impressive pictures suit the tastes of cinema aficionados as is its sleek styling and whisper-quiet operation. That said, the HD81 is just as suited to home cinema enthusiasts.

Installation is simple with the two-piece design of the HD81. The controller box is located next to the video sources and up-scales all inputs to 1080P before transmitting the enhanced video signal, via a single HDMI cable, to the projector. The HD81 provides a total of 14 video inputs including three HDMI four Component, two SCART RGB and an additional HDMI expander input.

Featuring DarkChip3™ technology from Texas Instruments and ThemeScene® Auto Reactive Iris technology the HD81 produces a stunning 10,000:1 contrast ratio.

The Gennum VXP™ studio grade processor provides video processing. Capable of de-interlacing 1080i from today's highest quality broadcast and disc sources VXP™ processing ensures natural, fluid motion and combined with the 2.07 Million pixels of the HD81, exceptional image detail.

Designed for high-end home theatre installations the HD81 features Imaging Science Foundation (ISF) calibration menus to support ISFccc calibration. ISFccc support adds extra revenue potential for dealers and provides the user with a perfectly calibrated image. Discrete IR codes, extensive RS232 control and

a patent pending tunnel cooling system designed for near-silent operation complete the installation features.

A full list of specifications is available upon request or visit: [www.themescene.tv](http://www.themescene.tv)

## **About Optoma**

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. Full product and technical support are available through our extensive network of resellers and distributors. Where Optoma is different is that projector users can call us directly to discuss any concerns.

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.

Further information can be seen at [www.optoma.eu](http://www.optoma.eu)

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## **About the HD DVD Promotion Group**

The HD DVD Promotion Group aims to exchange views and thoughts to help promote the HD DVD format based contents and products into the marketplace and share its promotional activity among members to encourage the broad acceptance of HD DVD on a worldwide basis among members of the group, related industries and the public.

Further information can be seen at <http://www.hddvdprg.com/eng/about/index.html>