



PRESS RELEASE

IFA 2007 Big Screen and Gaming Opportunities from ThemeScene® HD80, MovieTime™ DV11, and ThemeScene® HD70

FOR IMMEDIATE RELEASE

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Watford (July 26, 2007) – Optoma, one of the leading manufacturers of digital projection and display devices, extends an invitation to consumers and trade visitors to review the HD80, DV11 and HD70 Home Cinema projectors on its hands-on display at IFA 2007 in Berlin, from August 31 – September 5 2007.

IFA is one of the largest consumer electronics trade shows with 1,049 exhibitors and 212,494 visitors (2006). It's an exhibition for both industry experts and the general public with unique trade visitor services, special events and a comprehensive program for consumers. The six IFA exhibition segments transform the diversity of the product worlds into a unique experience and create fixed points of contact for retailers and trade visitors.

At what promises to be a lively, proactive event the **Optoma stand, hall 26C, booth 123** shall support full product demos, advice and merchandise. For a hands-on approach and enquiries on Home Cinema solutions, industry professionals from the consumer electronics division, information and communications electronics sector, media experts, retailers and consumers are all welcome to meet Optoma and discuss the options available. Visitors are invited to test run the following projector models:

The ThemeScene® HD80

The ThemeScene® HD80, a FULL HD 1080p, DLP® projector is launched this month throughout Europe – a must-see for this year's IFA. This stylish Home Cinema projector is packed with leading edge technology that faithfully reproduces a cinematographer's large screen vision in a home environment.

The ThemeScene® HD80 home cinema projector delivers the kind of picture quality associated with the best digital cinema performance around the world. With a digital HDMI or DVI signal a true

digital projection system producing a spectacular High Definition cinematic experience is created in the home. Thanks to a masterly collaboration of Full HD 1080p, DLP® technology from Texas Instrument and ThemeScene® colour and optical technology, the HD80 produces a stunning 10,000:1 contrast ratio for unrivalled light and shade detail with exceptional deep, balanced colour. This combination ensures natural, real looking images with crystal clarity.

The MovieTime™ DV11

The MovieTime™ DV11 digital video projector is equipped for your über big screen home cinema expectations and a lot more. Gaming, music, watching television and viewing photos – these are just a handful of activities to be enjoyed from Optoma's latest MovieTime™. Here's a device tuned to your leisure choices that's amazingly easy to use. To set up your movie theatre at home only requires you insert a DVD into its on-board player. The largest affordable TVs have screen sizes of around 42 inches, but this cinematic marvel will generate a 100-inch picture on the wall from just three metres (10 feet) away. Maximum picture size is a staggering 335-inch (8.5 metres). Simply put; short distance equals big picture – all with the pleasure of crisp sound too.

The ThemeScene® HD70

To demonstrate the ThemeScene® HD70 powerful connectivity, user-friendly interface and dynamic presence, an Xbox 360 and HD70 hook up will be ready for gaming at Optoma's stand. The HD70, a native High Definition 720p DLP® Home Cinema projector throws open the door to Home Cinema fans yearning for stunningly high picture performance in High Definition big screen entertainment.

The ThemeScene® HD70 features Texas Instruments' latest 720P High Definition DLP® chipset, 7-segment colour wheel, 8-bit per channel colour processing, great connectivity and is defined with a fabulous sleek elegant design.

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

For further information please contact:

Bob Johnson b.johnson@optoma.co.uk

Or email marketing@optoma.co.uk

Or call +44 (0)1923 691800

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