

## **SIM2 unveils the 1st product featuring Texas Instrument's SCR technology in a rear projection application**

Pordenone - Italy, July 3rd 2003: SIM2 Multimedia S.p.A. is pleased to announce the successful unveiling of its RP U271 rear projection engine at InfoComm 2003. The RP U271 is the first product to feature Texas Instruments SCR (Sequential Color Recapture) technology and is designed for rear projection applications such as command and control, and visual messaging.

InfoComm 2003, the professional audiovisual conference and exhibition held June 3rd-June 5th, 2003 in Orlando, Fla., was a substantial success with over 19,000 attendees and more than 550 exhibitors.

SCR technology has been developed by Texas Instruments to further improve the performance of DLPT technology. SCR enables the recycling of the lamp output that is rejected by the color wheel filters. The light reflected from the filters is re-collected and passed through the color wheel at a different position, thus increasing lumens (can reach 1.100 ANSI Lumen with 120 watt Lamp) and Contrast Ratio (over 2000:1)

The RP U271 combines a new compact rod integrator-color wheel assembly, together with a standard UHP lamp and relay optics. Its artifact-free performance and precise alignment results in crystal clear graphic images and lifelike colorimetry in DVD videos.

It also enables a slower rotation speed for the color wheel, thus reducing audible noise; it allows use of a smaller lamp, thus reducing thermal load; and it delivers higher contrast ratio, resulting in a more efficient and higher-performing projection engine.

"We congratulate SIM2 on this achievement," said Bharath Rajagopalan, Manager of Texas Instruments' Home Projector Business Unit, DLPT Products. "SIM2 has a long history of innovation, and this first implementation of SCR technology in a commercial product demonstrates significant potential for raising the bar once again in terms of the image quality that DLP technology can deliver."

The performance of the RP U271 was admired by all those who saw it at InfoComm. SCR is truly a new milestone in technology evolution that allows the design of top quality products with a low impact on environment and exceptional characteristics.

"The video wall market for control rooms is growing rapidly," notes Mr. Djalal Sepahi, Marketing & Sales Director, Large Display Solutions at SIM2 Multimedia, "demanding larger and larger screens without compromising brightness, lamp life and reliability. SIM2's new product fulfils all of these requirements".

"This is further proof of SIM2's ability to foresee market needs and undertake the timely development of products that feature cutting-edge technology for the user's benefit," said Maurizio Cini, Managing Director of SIM2 Multimedia. "Our next goal is to implement SCR additionally into our home theater product line, where longevity and high brightness are the features most demanded and appreciated by consumers. We expect to demonstrate the first samples at CEDIA 2003, and we are very confident that it will be a major success".

### About SIM2 Multimedia

SIM2 Multimedia is a world-wide leading manufacturer of high-end home theatre products and large displays for professional applications (control rooms, meeting rooms, etc.). SIM2 annually invests over 8% of its turnover and more than 20% of human resources in R&D activities.

The marketing policies of the company are world-oriented with a direct presence in Italy (headquarters), USA, UK and Germany and in over 45 countries world-wide through partnerships with qualified distributors.

SIM2 Multimedia's headquarters are located in Pordenone, Italy.

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