

VERTICAL MARKET SOLUTIONS

# PROJECTORS

Eiki ✦ Epson ✦ Hitachi ✦ Mitsubishi ✦ Sharp ✦ Toshiba



FROM THE EDITORS OF

**scn**  
SYSTEMS CONTRACTOR NEWS

NewBay Media

# Vertical Value

## ✦ Exploring New Projector Vertical Market Opportunities

by Margot Douaihy

Projectors have come a long way. Contemporary projectors have evolved from the heavy behemoths of AV Club fame to high-design, ultra-portable components. Most are engineered to fit specific install requirements, but many are so feature-rich they can satisfy various application needs.



### Hitachi CP-WX625

A versatile projector that scores well in one integrated environment can solve a problem or provide a valuable tool in another system. Voila, vertical market potential. Segments such as worship, healthcare, live entertainment, hotel and accommodations, government (specifically legal venues), education, food and beverage, banking, and retail are now prime candidates for projector sales.

Business 101 class taught us that a vertical market is a collection of businesses and customers engaged in trade with similar, specific needs. But, have vertical sales opportunities been affected by the current economic crunch? What are the implications for the projection market in 2008/2009? Using the annual InfoComm Show as a barometer, the industry seems healthy as ever. Attendance at the trade event in 2008 rose from last year; nearly 35,000 attendees from 93 countries flocked to Las

Vegas for trade, networking, and training. A total of 988 exhibitors participated (including 231 new additions) marking a 15 percent increase over last year's event.

In an industry that keeps growing, projectors represent significant, steady growth for a category driven by advances in optics (LCD, DLP, and LED), and demand for true 1080p and wireless connectivity.

Leading manufacturers such as Eiki, Epson, Hitachi, Mitsubishi, Sharp, and Toshiba are keenly aware of the business potential of vertical markets in 2008 and continue to promote the versatility of their projectors in related segments.

According to John Glad, product manager of Hitachi Home Electronics America's Business Group, the value proposition of Hitachi's new CP-X807 is its versatility. The new XGA, 3LCD model is 5,000 lumens with a 1000:1 contrast ratio. "The CP-X807 provides an unprecedented level of versatility and functionality for houses of worship, education, and corporate applications," Glad said. "The world-class performance and networking capabilities of the CP-X807 make it the ideal choice for large-scale venues that require high brightness, easy installation, and intuitive management and control."

Jane Poon, product marketing manager, Toshiba Projectors, is passionate about Toshiba's new crop of projectors and the genuine value they offer dealers and end-clients.

Four Toshiba products introduced at InfoComm, including mobile DLP projectors XP1 and XP2, were designed specifically to meet the needs of mobile professionals who need brighter lumens and advanced connecti-

ty in a lightweight, compact form factor.

Laden with special features like RS-232 ports, they are still less expensive, Poon asserts, than many competitive products, ranging from \$599 to \$749 street price.

Versatile with an RJ-45 adapter, they are also ideal for the classroom environment and in houses of worship.

In fact, Poon stated that in the worship category there is the growing trend of integrated "classrooms" serving different needs, such as Bible Study or group meetings. There is fascinating crossover in the worship and education markets, and "our customers are telling us that versatility is a plus," Poon added.

In the sanctuary environment, the projector's throw distance needs to be far, the display needs to be large yet with no resolution compromise, and the tools need to be flexible. Meanwhile, a church classroom requires a projector with pin-sharp resolution. The TDP-TW420U projector fits both bills with its multi-screen functionality, Windows Vista networking

### Toshiba TDP-EW25U



capabilities, and wireless functionality.

The Toshiba SP1 was created specifically for large venues and auditoriums, and its brightness lends itself to training centers, Poon said. It offers DLP BrilliantColor technology, an extended lamp life of up to 4,000 hours, 2,200 ANSI lumens and 2000:1 contrast ratio.

"Healthcare is another big vertical market, one that is ever-growing," Poon explained. Mobile healthcare professionals need tools that are "smart, extremely portable and lightweight but with features that will dazzle the audience," she elaborated.

The new Toshiba TDP-PX10 projector is ultra portable (under three pounds) making it easy to take on a train or plane, or even carry into the back of a taxi on the way to a meeting. "It is PC-free presentation!" she said.

Other powerful presentation tools that are suitable in vertical installations include convergence products like Toshiba's XZ200 and the XZ2500a. These are more versatile tools, according to Poon, a document camera and high-resolution projector in one with swiveling arms that can be positioned anywhere. "You can simply toggle between the function you need for extended flexibility," she said.

Law enforcement and legal markets are vertical markets that benefit from this type of high-resolution projector. Attorneys can use them to show the jurors fine-print text and the dimen-



**Sharp XG-C455W**

sionality of evidence. "In law enforcement, if the prosecutors are showing Exhibit A, B, or C, they now can show three-dimensional objects or evidence," she said. "It is large screen drama."

Wireless is in greater demand in the professional AV industry, and now it is better embraced because of improvements in transmission, range, and reliability. Wireless projectors like Toshiba's T420 and TW420 have wireless functionality and networking with RJ-45.

Mitsubishi is extolling the virtues of the new 5,000 ANSI lumens FL7000 projector. Mitsubishi's installation-friendly FL7000U LCD

more, this WXGA projector offers 2000:1 contrast ratio and 1280x768 resolution.

Rounding out the set of noteworthy versatile products is Mitsubishi's LCD-based FL6900U projector. It's suitable for a wide range of integrated environments such as conference halls, boardrooms, bars, and restaurants with its 4,000 ANSI lumens brightness and 1920x1080 resolution for 1080p.

When it comes to aspect ratio, Edgar Jaminez, Epson's product manager, points to an interesting trend in the commercial AV business. "There is definitely a trend where we are seeing a migration of 4x3 aspect ratio going toward the display of media content in widescreen," he said.

Epson's PowerLite Pro G5200 WNL, a top seller, is ideally suited for this need with its super wide aspect ratio of 16x10. "In the home 16x9 is common, but this wider format is higher brightness. It's also 3LCD for brilliant color with 4,200 Lumens, an HDMI port, and 1280x800 resolution," Jaminez said.

Applications it is designed for include auditoriums and small churches, and it is also successful in higher education settings, according to Jaminez. The programming capability is enhanced via RS-232 modules created for AMX, Crestron, and Extron.

"It is a nice, white form factor, compact at 15 pounds, so in the ceiling in a corporate America environment it really blends in," he enthused. Besides its wow Factor, Epson also offers a cable cover for unsightly wires ensuring clean cable management.

## Healthcare is another big vertical market, one that is ever growing.

*Jane Poon, Toshiba Projectors*

model is designed for 1080p playback in large-venue applications and offers an intuitive built-in alarm to safeguard against vandalism.

The Widescreen WD2000U DLP from Mitsubishi is the "go to" projector for conference rooms, boardrooms, and high-end classrooms due to enhanced brightness and a filter-free design. It features DLP TrueVision Image Processing with BrilliantColor, as well as Mitsubishi's Color Enhancer technology. What's





### Epson PowerLite Pro G5200WNL

The PowerLite Pro G5200 WNL lends itself particularly well to higher education market because of its attractive price point and its versatility—you can use five optional lenses for various distance needs.

“I can’t emphasize enough that the pro AV community is still rallied behind the 3LCD and the image quality,” Jimenez added. “Epson knows 3LCD and we know it well. I go across the country and talk to dealers and the ‘ooh and aaah’ factor is so important; the image has to pop. With 3LCD and it really stands out.”

Sharp is another leading manufacturer of 3LCD projectors for use in integrated systems including lecture halls, conference rooms, and houses of worship. Sharp’s Bruce Pollack said that Sharp XG-P560W represents a significant price-point breakthrough for three-chip DLP projection. This WXGA model uses the newest chip available and offers full “1280 x 800 native resolution and 5200 ANSI lumens,” Pollack explained. “We have identified a real need for this high level of quality in HD projection and are delivering an extremely cost-effective solution at almost half the price of competitive products.”

Another important trend in the projector and display market is spelled with four letters: HDMI. In the home systems environment (especially now that Blu-ray has beat HD-DVD), people want 1080p, and the only way to route it to their display is HDMI. And, since the FCC has mandated a 2009 digital conversion, “future proofing” a projector is essential.

To that end, Eiki International has its bases covered with HDMI and HD-ready projectors equipped with myriad connections. But more than that, says Wayne Coombes, marketing manager, Eiki International, what matters the most is that systems contractors know their high-definition options for every application. “It is useful for contractors to be aware of all the possibilities. We want to promote our newest projectors like our LCD and 3DLP solutions and how they apply in vertical markets such as religious venues and broadcast, and rental and staging. We also share what options are still available to systems integrators, from letterboxing to the newest widescreen and remapping [through anamorphic].” Since there are different ways to achieve high-definition, it is essential, Coombes believes, to really understand the reality of HD and its options.

Eiki further differentiates itself from other manufacturers by focusing specifically on the professional AV market, “We are only pro AV, and are dedicated to this business specifically,” Coombes said.

He added that it is also important to build relationships and become a trusted partner for Eiki’s contractors. “We try to add to quality product a level of knowledge you can’t find anywhere else. We will do everything to help you best achieve the integration solution and even if it isn’t available today, it will be tomorrow, so to speak, and we will help you find it,” he added. “Tomorrow counts.”

Margot Douaihy is a contributing editor of *Residential Systems* magazine in New York City.

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### Published by NewBay Media L.L.C.

810 Seventh Avenue, 27th Floor

New York, NY 10019

Tel: 212.378.0400

www.nbmedia.com



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## Conference Rooms, Houses Of Worship

### TDP-TW420U

DIMENSIONS	LUMENS	RESOLUTION
8.3 x 6.5 x 2.6 inches	2000 ANSI	XGA 1024x768
ASPECT RATIO	CONTRAST RATIO	
4:3	2000:1	

#### SPECIAL FEATURES

Perfect for house of worship and large venues, the TDP-TW420U projector is Toshiba's first solution with multi screen functionality. The Toshiba TDP-TW420U DLP projector features Windows Vista networking capabilities and wireless functionality.



## Mobile Business

### TDP-PX10



DIMENSIONS	LUMENS	RESOLUTION
8.3 x 6.5 x 2.6 inches	2000 ANSI	XGA 1024x768
ASPECT RATIO	CONTRAST RATIO	
4:3	2000:1	

#### SPECIAL FEATURES

The Toshiba TDP-PX10U ultraportable DLP projector was designed for the mobile workforce, weighing in at a scant 2.9-pounds, it offers incredible power and top-performance features at an affordable price. It has a USB port for PC-free presentations.

## Education

### TDP-EW25U

DIMENSIONS	LUMENS	RESOLUTION
13.3 x 5.0 x 10.9 inches	2600 ANSI	WXGA 1280x1024
ASPECT RATIO	CONTRAST RATIO	
16:10	2000:1	

#### SPECIAL FEATURES

The networkable Toshiba TDP-EW25U DLP projector is Windows Vista ready and features extreme short projection technology. Suitable for use with interactive whiteboards, the TDP-EW25U can produce a 60-inch image from just 2.4 feet away.



# Widescreen Goes Bigscreen!

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The LC-W5 and EIP-WX5000 are just two EIKI Bigscreen, High Definition solutions to your Widescreen projection needs.

EIKI offers you a variety of additional Widescreen solutions. There's probably one just right for your application.

### Large Venue Projectors

### LC-XT5 (with optional lens)

#### LUMENS

15,000 ANSI

#### CONTRAST RATIO

2000:1

All EIKI XGA Large Venue Projectors will proportionately scale 1080i and 720p to fill the screen width, letterbox style ... and some will support 1080p as well. And they all are capable of anamorphic remapping. In this process a 16:9 picture is electronically "squeezed" to fill the 4:3 panels, and then optically "stretched" to fill the 16:9 screen. (An optional 3rd party lens is required.) Choose projectors from 4,000 to 15,000 ANSI Lumens bright. All feature interchangeable lenses, and many offer interchangeable input modules so the projector can be configured to fit your needs.



Exceptional Brightness

### SXGA+ Conference Projector

### LC-SXG400 (with standard lens)



Remarkable High Definition

#### LUMENS

4,200 ANSI

#### CONTRAST RATIO

1300:1

Exceed expectations with the 4200 Lumen LC-SXG400. Deliver a true High Definition picture in existing presentation areas without modifying anything. This 1400 x 1050 projector has a natural 4:3 aspect ratio and twice the resolution of XGA. It covers not only XGA and 720p, but also 1280 x 800, 1366 x 768 and 1366 x 800 resolutions native, or proportionately upscaled. The LC-SXG400 incorporates breakthroughs in LCD manufacture that heighten contrast and increase the pixel aperture. The result is a breathtaking picture.

### Fixed Zoom Lens

### LC-WB40N

#### LUMENS

3,700 ANSI

#### CONTRAST RATIO

500:1

Where lens interchangeability is not a requirement, but native widescreen support is mandatory, this 3700 Lumen 16:10 projector does the job, admirably. The LC-WB40N comes equipped with a wide-range short-to-medium throw manual zoom lens that adapts to most meeting conditions. And it handles both 1280x800 (16:10) computer and 1280x720 video (16:9) inputs transparently. What's more, this projector comes complete with wired and wireless network connectivity, and computerless slideshow capability built-in.



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**PowerLite 1810p**

DIMENSIONS	LUMENS	RESOLUTION
13.6 x 10.1 x 3.7 inches	3,500	Native XGA (1024x768)

ASPECT RATIO	CONTRAST RATIO
4:3 (supports 16:9)	Up to 500:1

**SPECIAL FEATURES**

The ideal high-performance projector for the corporate boardroom or university auditorium. It's lightweight, sets up in six seconds with quick setup that automatically adjusts to fit the screen. This projector delivers brilliant color images powered by Epson 3chip, 3LCD optical engine, and includes internal audio switching for audio presentations. An AV Mute Slide provides control and keeps the audience focused.



**Widescreen Presentations**

**PowerLite Pro G5200WNL**

DIMENSIONS	LUMENS	RESOLUTION
18.5 x 13.26 x 5.94 inches	4,200	WXGA (1280 x 800)

ASPECT RATIO	CONTRAST RATIO
Supports 16:10, 4:3, 16:9	Up to 800:1

**SPECIAL FEATURES**

Spectacular widescreen presentations, easy interface with advanced programming, and controller applications begin a long list of outstanding features. The G5200WNL works with modules and drivers for systems, including touch-panel screens and multiple content devices. Installation and maintenance are easy and economical, backed by unparalleled Epson reliability. Lens not included.



**Education, Boardrooms**

**PowerLite Pro G5350NL**

DIMENSIONS	LUMENS	RESOLUTION
18.5 x 13.26 x 5.94 inches	5,000	Native XGA (1024x768)

ASPECT RATIO	CONTRAST RATIO
4:3, 16:9, 16:10	Up to 1000:1

**SPECIAL FEATURES**

Easy installation and compatibility with sophisticated programming and controller applications make the G5350NL a perfect solution for advanced classrooms, auditoriums, and boardrooms. Experience brilliant presentations in-person, sent via an optional wireless module or transmitted over the LAN. Remotely monitor and control projectors with Epson Easy Management. Lens not included.



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[epson.com/556](http://epson.com/556)



Epson is the #1 selling projector brand worldwide.

## Meeting Rooms, Boardrooms

### WD2000U

DIMENSIONS	LUMENS	RESOLUTION
16.9 x 6.5 x 12.9 inches	3000 ANSI	1280x768
ASPECT RATIO	CONTRAST RATIO	
Widescreen	2000:1	

#### SPECIAL FEATURES

The WD2000U DLP projector is a favorite of schools for their higher end classrooms due to its brightness and filter-free design. It features DDP3020 DLPTM TrueVision Image Processing with BrilliantColor, as well as Mitsubishi's exclusive Color Enhancer technology. This WXGA projector supports a high 2000:1 contrast ratio and an estimated lamp life that will last up to 5000 hours, continually delivering bright images-even on a budget.



## Large Meeting Rooms, House Of Worship, Bars And Restaurants

### WL6700U

DIMENSIONS	LUMENS	RESOLUTION
17.4 x 8.1 x 17.1 inches	5000 ANSI	1366x800
ASPECT RATIO	CONTRAST RATIO	
Widescreen	1000:1	

#### SPECIAL FEATURES

The WL6700U is a high brightness, native wide-XGA projector. Built from the latest LCD technology for colors and image details, the WL6700U is also a 720p high definition, super bright 5000 lumens projector with a rich 1000:1 contrast. This installation model is perfect in large meeting rooms and houses of worship where true installation features such as electronic lens shift is a real time-saver for installation.



## Conference Halls, Boardrooms, Bars And Restaurants

### FL6900U

DIMENSIONS	LUMENS	RESOLUTION
17.4 x 8.1 x 17.1 inches	4000 ANSI	1920x1080
ASPECT RATIO	CONTRAST RATIO	
Widescreen	1000:1	

#### SPECIAL FEATURES

The FL6900U is a native full HD 1080p projector built for commercial usage such as high end board rooms, class rooms, or even the local sports bar or restaurant who's got a tight budget but needs full HD. Using the latest LCD technology, the FL6900U delivers bright 4000 lumen



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FULLHD  
**1080**

**5000lm**  
HIGH BRIGHTNESS



**FL7000U**

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**5000lm**  
HIGH BRIGHTNESS

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**Education**

**CP-A100**

**DIMENSIONS**

5.2 x 15.6 x 14.0 inches

**LUMENS**

2,500

**RESOLUTION**

1024x768 pixels

**ASPECT RATIO**

4x3 (XGA)

**CONTRAST RATIO**

500:1

**SPECIAL FEATURES**

The Hitachi CP-A100 LCD projector features a very short throw distance of 60 inches at 1.4 feet, eliminating the problem of presenters obstructing the projected image by standing in front of the screen. Additionally, the CP-A100 offers networking capability, allowing multiple projectors to be controlled and monitored from a single location.



**Education**

**CP-WX625**

**DIMENSIONS**

5.5 x 16.5 x 12.6 inches

**LUMENS**

4,000

**RESOLUTION**

1280x800 pixels

**ASPECT RATIO**

16:10

**CONTRAST RATIO**

1000:1

**SPECIAL FEATURES**

The Hitachi CP-WX625 LCD projector features a brightness of 4,000 ANSI lumens and a 2,000-hour hybrid filter, along with networking functionality and Hitachi's proprietary My Image Campus Notification system. It is specially designed for use with widescreen-format laptops and imaging applications that use 16:10 aspect ratios.



**Houses of Worship**

**CP-X807**

**DIMENSIONS**

5.5 x 16.5 x 12.6 inches

**LUMENS**

5,000

**RESOLUTION**

1024x768 pixels

**ASPECT RATIO**

4x3 (XGA)

**CONTRAST RATIO**

1000:1

**SPECIAL FEATURES**

The Hitachi CP-X807 3LCD projector offers brilliant, crisp images at 5,000 ANSI lumens and a 1000:1 contrast ratio. Ideal for large presentation environments, the 15.8-pound CP-X807 displays images via a 1.2x manual zoom lens, with a throw distance of up to 42.4 feet.



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**Large Venue, System Integrators, Rental/Staging, Consultants, Corporate/Educational, Government, House Of Worship**

**XG-P560W**

DIMENSIONS	LUMENS	RESOLUTION
19.7 x 7.5 x 25.1 inches	5200 ANSI	WXGA (1280x800)

ASPECT RATIO	CONTRAST RATIO
16:10	1800:1

**SPECIAL FEATURES**

The Sharp XG-P560W utilizes 3-chip DLP® technology for highest color accuracy, image quality and reliability. 1280x800 WXGA native resolution offers RGB compatibility up through UXGA (1600x1200) as well as DTV/HDTV up through 1080p. Intelligent dual lamp system, power zoom/focus lens with motorized H&V shift, seven lens options, and RJ-45 LAN connectivity. \$16,995 MSRP with standard lens; \$15,995 without lens.



**Large Venue, System Integrators, Rental/Staging, Consultants, Corporate/Educational, Government, House Of Worship**

**XG-P610X**



DIMENSIONS	LUMENS	RESOLUTION
19.7 x 7.5 x 25.1 inches	6000 ANSI	XGA (1024x768)

ASPECT RATIO	CONTRAST RATIO
4:3	1800:1

**SPECIAL FEATURES**

The Sharp XG-P610X utilizes 3-chip DLP® technology for highest color accuracy, image quality and reliability. 1024x768 XGA native resolution offers RGB compatibility up through UXGA (1600x1200) as well as DTV/HDTV up through 1080p. Intelligent dual lamp system, power zoom/focus lens with motorized H&V shift, seven lens options, and RJ-45 LAN connectivity. \$14,995 MSRP with standard lens; \$13,995 without lens.

**System Integrators, Rental/Staging, Consultants, Corporate/Educational, Government, House Of Worship**

**XG-C455W**

DIMENSIONS	LUMENS	RESOLUTION
12.8 x 4.0 x 11.0 inches	4000 ANSI	WXGA (1280x800)

ASPECT RATIO	CONTRAST RATIO
16:10	450:1

**SPECIAL FEATURES**

The Sharp XG-C455W, utilizing three Polysilicon LCDs, and with 4000 ANSI lumens, projects brilliant uniform and high quality images for use in most any installation. 1280x800 WXGA native resolution offers RGB compatibility up through UXGA (1600x1200) as well as DTV/HDTV up through 1080p. Four optional lenses (in addition to the standard included lens), four discrete audio inputs, plus RJ-45 LAN connectivity. \$3,695 MSRP.



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XG-P610X



XG-P560W

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