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THE DP-1500X –DIGITAL PROJECTOR

A compact, high performance digital projector for home entertainment and family-use

LOS ANGELES, CA (December 3, 2002)- Vivitar Corporation announces a new product and a new product line. Vivitar Corporation will officially release its new DP-1500X digital projector in the United States at the Consumer Electronics in Las Vegas in January of 2003. The Projector was first exhibited at the PhotoKina trade show in Cologne, Germany on 25 September 2002 for it's European product release. The DP-1500X is currently in production and is now available in both North America and Europe. The DP-1500X is the first model in a series of projector products that Vivitar will announce in 2002 and 2003. A second and third model will be shown at CES, as well.

The digital projector plays into the theme for all Vivitar products – imaging products for home and family, at an affordable price. The digital projector follows the paradigm of slide projector.

“The new digital projector product line is a natural extension to the expanding line of innovative and affordable digital imaging products offered by Vivitar. Vivitar has one of the most extensive lines of analog and digital photographic products under a single brand, including traditional 35 mm slide projectors. The digital projector is the next natural step if the evolution of imaging and photography,” according to Vivitar's President and CEO, Gary Carleton.

The DP-1500X is a feature-packed projector. While there are many companies in the already crowded industrial projector market, Vivitar USA will also market its new line of projectors to home users for application in home theatre and personal entertainment. The DP-1500X has been tested in the home environment and it is the perfect alternative to large screen televisions. Not only does the projector take up much less space than a wide screen television, it is far less expensive.

Whereas the digital projector follows the fundamental paradigm of the traditional slide projector, it expands the experience in many ways. The DP-1500X projector can project every common-standard digital or analog video signal including:

- Component video
- Composite video
- S-Video
- VGA signal
- DVI input

In practical terms, this means you may project:

- A tape playing in your VHS player
- A DVD or Video CD from a DVD player
- Images from a digital camera
- Playback a tape from your camcorder, regardless of format – VHS, VHS-C, 8 mm, Hi-8, DV, mini DV, and more
- Live video from a security camera, digital camera, or camcorder
- Games from Play Station, Xbox, Play Station 2, Ninitendo, Game Cube
- Your laptop, notebook, or desktop computer
- An HDTV signal
- Video from a satellite receiver

The DP-1500X is truly a universal projection device with complete versatility and portability. Unlike a wide screen TV, at 7.5 pounds the digital projector is small enough to take with you on a vacation, on a business trip, or to a friends home for the big game this weekend.

“The home entertainment value of the digital projector is overwhelming. It is truly a break-through product that transforms the family room into a home entertainment center. When coupled with a sound system you have an amazing home theater system. I have watched as my teen-aged daughter has turned our family room into a teen entertainment center. The virtually unlimited projection capability makes a wide screen TV look pale by comparison. Every weekend the family room becomes a teen entertainment center. After the movie is over the kids pull out the PS2 and project their “Dance

Revolution” game. After the teens are done, my son and his junior-high aged friends use the PS2 to project their favorite action-games;” reports Vivitar Product Manager, Tom Piehn. “When the kids are done I use the projector for business and civic presentations from my notebook computer.

Ease of use, universality, and portability make the project a must-have product. The DP-1500X produces 1800 lumens, which is adequate to make a presentation in a conference room without the need to close the window blinds, or turn-off the conference room lights.” The projection power of the DP-1500X is quite adequate, such that a screen is not necessary.

The DP-1500X is an XGA projector, meaning that it will project at a resolution of 1024 x 768. The DP-1500X features integral speakers, which are convenient for travel when you can’t bring a sound system, and a remote controller with an integral laser pointer. One of the most unique features of the projector is the PIP (picture-in-picture) feature which enables you to project both computer graphics and a video source simultaneously either side-by-side, or in separate windows. The DP-1500X may be located in a home or conference in one of several orientations as internal circuitry allows the projected image to be flipped or inverted. This means that the projector can be mounted on a table top, in the ceiling, or even behind the screen. Another essential feature is keystone correction that allows the projected image to be corrected for trapezoidal distortion that naturally occurs when is the projector is located above or below the center of the screen. The DP-1500X on-screen menus are available in five languages, making it a truly international product.

The suggested retail price for the projector is \$2999.95. The DP-1500X will be available at consumer electronic stores and other Vivitar resellers nationwide.

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