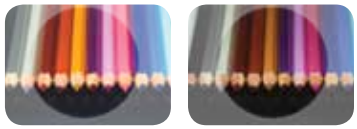
Accurate, crisp and long-lasting color –

that's...

COLORIFIC™

ACCURATE

- BenQ projectors display more than one billion stunning colors, compared to only 16.7 million from many LCD projectors.*
- BenQ combines up to 7 different colors to create vibrant, true to life images vs. traditional 3-color LCD architecture.



LCD ····· BenQ ·····

Seeing is believing

See the comparison of a top-selling LCD projector on the left with an equivalent BenQ Colorific™ projector on the right.

With BenQ's projector, the precision of the multi-hued pencils are punctuated with the contrasting black surface. While LCD is projecting more white and yellow tones, BenQ's projection is more realistic, including accurate browns.

**Based on the top-selling PMA Research LCD models.*

CRISP

- BenQ projectors can deliver up to 3x more contrast than similar top-selling LCD models.*
- Colorific allows displays of rich blacks and luminous whites to produce easy to read images.

LCD ····· BenQ ·····

LCD ····· BenQ ·····

With BenQ's projector, black is truly black – and truly dramatic! This produces greater contrast and more crisp image details.

It's a difference you can see with side-by-side comparisons!

We took one of the most popular, affordable LCD projectors with a similar BenQ Colorific projector – both displaying in presentation mode.

The LCD projector image is over-saturated and the yellow appears nearly neon. With BenQ, the white letters are accentuated with some colors darkened to enhance legibility.

**Based on the top-selling PMA Research LCD models.*

LONG-LASTING

- BenQ's projectors are dependable year after year with no light burn or reduction in color quality over time.
- With Colorific, experience consistent color without the risk of fading, ghosted images or yellowing.

Clear picture – year after year

Here's an example of two projectors used for approximately 4,000 hours.

LCD ····· After 4,000 hours

Actual photograph of an LCD projector over time

BenQ ····· After 4,000 hours

Actual photograph of a BenQ projector over time

For radiant, life-like color, trust BenQ to deliver. From business presentations and educational venues to spectacular events and home entertainment, Colorific from BenQ is the only way to experience your projected images.

If it's always terrific, then it must be Colorific™

MX661

FAQs

What are the ANSI Lumen ratings?

The industry standard brightness measurement developed by the American National Standards Institute in 1992. Derived by measuring the light output of projectors at different positions and averaged together, ANSI specifications are the official standard used by the majority of brands for brightness comparison. According to Wikipedia, ANSI lumens are, in general, more accurate than the other measurement techniques used in the projector industry. This allows projectors to be more easily compared on the basis of their brightness specifications.

So what is Color Lumens or Color Brightness?

Color light output is a proprietary projector display metric developed by Lumita Labs at the request of Epson and the 3LCD consortium. It measures only the brightness of three colors – red, green and blue primaries – and doesn't measure secondary or difficult to reproduce colors. Of the more than 20 leading projector brands** in North America, only three use this measurement in the majority of their specifications.

What is color accuracy?

In order to deliver the most accurate color possible, BenQ uses DLP® technology that is similar to professional digital cinema projectors in that it uses the technique of combining primary and secondary colors in complex color algorithms to display over one billion colors on the screen at the same time. Like high-end color printers, the mixing of the primary colors with other colors – such as yellow, cyan, magenta, and white – enables more precise color matching. BenQ uses DLP® BriliantColor™ technology to optimize images for specific color balance effects that are ideal for diverse applications such as photographs, presentations, movies and spreadsheets. Because color accuracy is critical, BenQ combines this approach with high-contrast performance to deliver images that are simply not possible with traditional 3-color process technology.

All BenQ projectors are powered with DLP® technology and BenQ is the #1 Global DLP® Projector Brand (Source: FutureSource)

**PMA Research Q1 2013 All Projector American Census published specifications.

BenQ America Corp.
www.BenQ.us

BenQ

Because it matters