

## Canon U.S.A. Brings New Short Throw REALiS LCOS Projectors With Outstanding Optical Lens Shift To Market

**The REALiS WUX500ST and WUX500ST D Pro AV LCOS Short Throw Projectors Offer Unique Appeal with Installation Flexibility While Maintaining High Image Quality**

MELVILLE, N.Y., June 6, 2017 /PRNewswire/ -- Appealing to a wide range of markets and applications including higher education, museums and galleries, corporate, simulation and training, digital signage, and medical education and training, Canon U.S.A., Inc., a leader in digital imaging solutions, introduces two new LCOS Projector models to the REALiS lineup – the REALiS WUX500ST Pro AV LCOS Projector and the REALiS WUX500ST D Pro AV LCOS Projector. These new additions, which include a short throw ratio of 0.56:1 and an outstanding optical vertical lens shift of 0-75 percent, allow end-users to create spectacular big-screen projections even in tight spaces, without worrying about issues like glare into a presenter's eyes or a presenter's shadow overtaking a screen.

"To accommodate short throw applications, including those with space limitations like those often found in museums, galleries, and training simulators, Canon continues to design and produce high quality, versatile projectors," explains Yuichi Ishizuka, president and COO, Canon U.S.A., Inc. "By expanding our line of REALiS Pro AV LCOS Projectors to include these higher brightness models, and backing them with our world-class service and support, we continue to demonstrate to our customers our highest level of commitment."

These two new short throw projectors feature:

- **Short Throw Ratio with Outstanding Vertical Lens Shift:** Installation in some of the most un-imagined spaces can be achieved with the outstanding vertical lens shift of 75 percent vertical (maximum) and 10 percent horizontal. These short throw projectors feature a 0.56:1 throw ratio which helps enable 100-inch diagonal projection from less than 4 feet away from the projection surface, which offers an alternative option to the brightness loss experienced with lenses used on some long throw projectors.
- **High Image Quality with Small Form Factor:** *The REALiS WUX500ST and WUX500ST D Pro AV LCOS short throw projectors* offer a compact design yet offer a high brightness of 5,000 lumens, native WUXGA high resolution (1920 x 1200), and Canon's renowned LCOS technology with AISYS-enhancement and advanced color management, which combined allow these projectors to produce bright, highly detailed and color-accurate images.
- **Versatile Connectivity including HDBaseT:** These models include multiple industry-standard interfaces including HDMI® and DVI-I, and also offer an HDBaseT receiver<sup>1</sup> which allows uncompressed HD video, audio and control signals to be transmitted over one single LAN cable up to a maximum distance of 328 feet (100m). In addition, they also support Wi-Fi® connectivity which can be used to help enhance the WUX500ST and WUX500ST D projectors' Network Multi Projection (NMPJ) functionality.
- **Award-Winning Service & Support:** The REALiS WUX500ST and WUX500ST D Projectors are backed by Canon's Three-Year Projector and Lamp Limited Warranty (120-day lamp coverage), as well as Canon's award-winning Professional Service & Support, which includes at no additional cost both a Three-Year Advanced Warranty Service Exchange Program and a Service Loaner Program.

### REALiS WUX500ST D Pro AV Installation LCOS Projector

For those in the medical education and training fields, the REALiS WUX500ST D Pro AV Installation LCOS Projector is available with all of the same features of the REALiS WUX500ST projector, plus a special DICOM® Simulation Mode for displaying monochrome digital X-rays, CAT scans, and MRIs with superb grayscale gradation<sup>2</sup>. This special mode, which offers both clear and blue base color temperature presets, simulates the results of devices compliant with the Digital Imaging and Communications in Medicine (DICOM) Part 14 standard. This mode can also be utilized in other specialized applications like black and white photography where an expanded range of gamma adjustment is required.

### Pricing, Availability and Warranty

The Canon REALiS WUX500T LCOS Projector has a suggested list price of \$8,249\*. The Canon REALiS WUX500ST D LCOS Projector has a suggested list price of \$8,849\* and both are currently scheduled to be available through Canon authorized dealers by the end of June 2017.

Both projectors are backed by a Three-Year Limited Warranty (120-day coverage for Lamp), and the Company's award-winning Professional Service & Support, which includes both a Three-Year Advanced Warranty Exchange Service Program and a Service Loaner Program.

### InfoComm 2017

The REALiS WUX500ST and WUX500ST D Pro AV LCOS Projectors will be on display in the Canon booth #3129 at

InfoComm 2017 Wednesday, June 14<sup>th</sup> to Friday June 16<sup>th</sup>.

For more information please visit [projectors.usa.canon.com](http://projectors.usa.canon.com)

#### **About Canon U.S.A., Inc.**

Canon U.S.A., Inc., is a leading provider of consumer, business-to-business, and industrial digital imaging solutions to the United States and to Latin America and the Caribbean markets. With approximately \$29 billion in global revenue, its parent company, Canon Inc. (NYSE:CAJ), ranks third overall in U.S. patents granted in 2016.<sup>†</sup> Canon U.S.A. is committed to the highest level of customer satisfaction and loyalty, providing 100 percent U.S.-based consumer service and support for all of the products it distributes in the United States. Canon U.S.A. is dedicated to its *Kyosei* philosophy of social and environmental responsibility. In 2014, the Canon Americas Headquarters secured LEED® Gold certification, a recognition for the design, construction, operations and maintenance of high-performance green buildings. To keep apprised of the latest news from Canon U.S.A., sign up for the Company's RSS news feed by visiting [www.usa.canon.com/rss](http://www.usa.canon.com/rss) and follow us on Twitter @CanonUSA. For media inquiries, please contact [pr@cusa.canon.com](mailto:pr@cusa.canon.com).

*† Based on weekly patent counts issued by United States Patent and Trademark Office.*

\*Availability, prices, and specifications of all products are subject to change without notice. Actual prices are set by individual dealers and may vary.

DICOM is the registered trademark of the National Electrical Manufacturers Association for its standards publications relating to digital communications of medical information. Wi-Fi is a registered trademark of the Wi-Fi Alliance. All referenced product names, and other marks, are trademarks of their respective owners.

<sup>1</sup> The combination of a TX (transmitter) and RX (receiver) is required in order to create an HDBaseT system. Since the RX (receiver) is built into these models, and the TX (transmitter) is sold separately by another manufacturer – functionality cannot be guaranteed. Please check compatibility before use.

<sup>2</sup> This model is not cleared or approved for medical diagnosis and should not be used for these purposes.

#### **Canon U.S.A. Website:**

[www.usa.canon.com](http://www.usa.canon.com)

#### **For sales information/customer support:**

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Additional assets available online:  [Photos \(2\)](#)

<http://infocomm.vporoom.com/2017-06-06-Canon-U-S-A-Brings-New-Short-Throw-REALiS-LCOS-Projectors-With-Outstanding-Optical-Lens-Shift-To-Market>