

Optoma Unveils Breakthrough Laser Phosphor Projectors for ProAV and Home Markets 4K UHD ultra short throw projector is first of its kind; innovative 5,500 lumen ZU510T fills important mid-range need

LAS VEGAS, June 8, 2016 /PRNewswire/ -- [Optoma](#), a world leading manufacturer of video and audio products, at InfoComm today unveiled two new innovative single-chip DLP laser phosphor projectors for the ProAV and home markets. The company's yet to be named 4K UHD DLP ultra short throw laser projector is a first of its kind, and the Optoma ZU510T WUGXA DLP laser projector features 5,500 lumens and fills a much needed hole in the mid-range category. With a large commitment to the ProAV channel Optoma Technology president Robert Sterzing took the helm last year, Optoma is focused on providing innovative solutions with maximum flexibility for the ProAV market.

The world's first DLP 4K laser phosphor 0.18:1 ultra short throw (UST) projector displays a 100-inch image on a wall or screen from just two inches away. With 3,300 lumens, this ultra innovative Optoma projector combines many of today's industry advancements into one dynamic package. 4K resolution displays more than 8 million pixels on screen, delivering the ultimate in image quality. This Optoma 4K laser UST projector also provides H.265 multimedia playback, and supports the Android 5.0 /Lollipop operating system. Expected to hit the market in Q1 2017, it delivers an entirely new class of reliable, high resolution, and ultra short throw projectors that are ideally suited for digital signage demands as well as home theater.

The new Optoma ZU510T, also unveiled today, will be one of the few WUXGA laser phosphor DLP projectors in the 4,000 to 6,000 lumen range currently in market – filling a need in the mid-range ProAV category. Developed for maximum flexibility and reliability, this 5,500 lumen ProAV solid state laser projector includes a fixed lens with horizontal and vertical lens shift, offering a unique 1.2:1 - 2.16:1 throw ratio and a digital zoom of 1.8x – enabling it to cover a wide range of interchangeable lens capabilities without having the need to buy additional or change lenses. The ZU510T also streamlines integration, with two built-in 10W speakers and a variety of inputs, including two HDMI and HDBaseT, allowing users to easily send and control AV content using a single CAT5 cable. With anticipated availability of later this year, and a \$4,500 to \$5,500 (final price TBD), the ZU510T is a reliable, flexible and cost-efficient option for boardrooms, university auditoriums, museums and other mid-sized venues.

"Optoma is the second largest selling projector brand in the U.S. according to PMA, and the company has had a reputation for quality and reliability in the channels we have focused on," said Robert Sterzing, president, Optoma Technology. "As a brand, we're relatively new to the ProAV channel, but it became a top priority in 2015 and today we're a top five seller in the channel. By focusing on quality and reliability – along with innovation and flexibility – we're listening to the market and manufacturing projectors that meet the needs of ProAV customers."

Optoma in late 2016 and early 2017 is introducing a handful of differentiated and innovative solid state laser projectors to provide exceptional picture quality coupled with stability and reliability. These projectors include R/G/B/Y color elements, yielding exceptionally natural and vivid color performance. Laser phosphor technology also eliminates the need for lamp and filter replacements and offers low cost of ownership with up to 20,000 hours of reliable operation.

Optoma at InfoComm is also showing a 4K lamp-based projector, and at CES this year demonstrated the first 4K 1-chip DLP UHD LED projector, set to debut later this year and early next year respectively. At InfoComm this week, the company is showcasing new and top-selling ProAV projection products in a variety of creative applications – from dome and arch displays to interactivity and edge blending. For more information, please visit <http://www.optomausa.com/>.

About Optoma Technology

Optoma Technology is a world leading designer and manufacturer of award-winning video and audio products for home entertainment and theater, ProAV and business. With a focus on premium quality and functional style, products are designed with the end-user experience in mind. Optoma and NuForce products deliver stunning crystal clear images and exceptional sound with ultimate reliability. Optoma Technology is part of The Optoma Group, which has continental headquarters in the U.S., Europe, and Asia. For more information, please visit: www.optomausa.com.

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