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**Dallas Convention Center, Booth #113**

## **BenQ Unveils New Digital Home Theater Projector**

**DALLAS, TX** (March 13, 2003) – BenQ, a leading manufacturer of digital lifestyle devices, recently introduced its new flagship Digital Home Theater Projector, the BenQ PE8700. This projector represents BenQ's commitment to create a true digital home theater environment and adds to the company's extensive line-up of projectors.

Utilizing proprietary BenQ video-processing technology to support the DLP™ chip set, the PE8700 delivers vivid images that reflect the power and capabilities of the projector. The BenQ PE8700 is HDTV-compatible with YCbCr/YpbPr, support S-Video and component video inputs.

"In creating a true home cinema experience, it's been a challenge to deliver the high performance consumers demand at a reasonable price point," said Lonnie Pastor, business development manager of Home Entertainment at BenQ. "The exceptional performance and value of the BenQ PE8700 clearly satisfies those demands."

### **The BenQ PE8700**

BenQ's flagship projector, the PE8700 delivers an astounding 2000:1 contrast ratio at 1000 ANSI lumens with 90 percent uniformity. With a 300Hz refresh rate, images are flicker free. The BenQ PE8700 can support 4:3 and 16:9 aspect ratios with a native resolution of 1280 x 720. The flexibility of delivering resolutions ranging from 640 x 350 to 1024 x 768 is augmented by its 3:2 pull-down recovery and ability to throw a 50-inch projection at 6.6 feet. Accurate color reproduction is ensured with a 16.7 million-color palette and six-segment color wheel. The BenQ PE8700 also features PIP/POP functions, P-Scan and a Digital Keystone correction system for quick and easy set-up.



The projector comes with BenQ's product commitment—a free first year “Xpress Xchange” program and a three-year limited warranty.

The BenQ PE8700 has a manufacturer's suggested retail price of \$9,995 and will be available in April 2003.

### **About BenQ**

BenQ is the second largest LCD monitor manufacturer worldwide and an industry leader in digital lifestyle devices that encompass the display, storage, imaging, input, wireless and broadband markets. BenQ has earned a prominent position by being listed as one of the top 100 IT companies in the business world by BusinessWeek's InfoTech 100 and third in the “Best Shareholder Return” rating. The company recently won the top spot for innovation in response to customers' needs by the 10<sup>th</sup> annual survey conducted by ACNielsen International Research.

BenQ has more than 13,000 employees worldwide, supporting a strong global sales marketing and service network across Asia Pacific, Europe and the Americas. The company has manufacturing plants in Malaysia, Mexico, China and Taiwan. BenQ has research and development facilities in Taiwan, China and the U.S., and has amassed more than 920 global patents. For more information about BenQ, please visit our Web site at [www.BenQ.com](http://www.BenQ.com).

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