

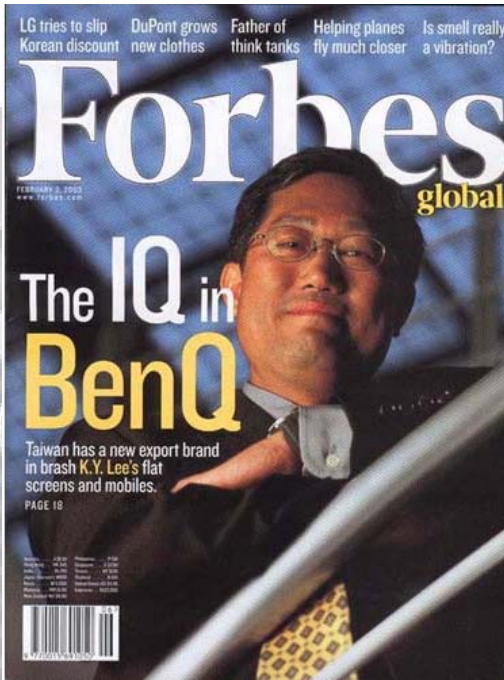
BenQ



The best of BenQ from Starin



Why BenQ?



BenQ is an established brand

Today BenQ is the 5th largest projector supplier in the U.S.



“BenQ grew out of Taiwan's Acer, but its headstrong leader K.Y. Lee is plotting his own course to reach deep into markets.”



Why BenQ?

Ranking at Projector Central

The screenshot shows a Microsoft Internet Explorer browser window displaying the Projector Central website. The address bar shows the URL: http://www.projectorcentral.com/conference-video-projectors.htm. The page features a navigation menu with options like 'Find Projectors', 'Get Bids', 'Current Prices', 'Search', and 'Home'. A sidebar on the left lists categories such as 'Manufacturers Dealers', 'Used Projectors', 'Glossary', 'Projection Calc.', 'School Donations', and 'Login'. The main content area is titled 'Large Conference Room 2500 to 3500 Lumens' and displays a list of projectors. The first item, '1. BenQ PB8250', is circled in red. Other projectors listed include Infocus LP820, BenQ PB8240, NEC VT770, and Sony VPL-CX85. Each entry includes a checkbox, the model name, and links for 'See Dealers' and 'Request Quote'. A 'Compare' button is located at the bottom of the list.

Rank	Model	See Dealers	Request Quote
1.	BenQ PB8250	See Dealers	Request Quote
2.	Infocus LP820	See Dealers	Request Quote
3.	BenQ PB8240	See Dealers	Request Quote
4.	NEC VT770	See Dealers	Request Quote
5.	Sony VPL-CX85	See Dealers	Request Quote

Ranked #1 PB 8250 for Conference room
Ranked #5 PB8260 for Auditorium (church)
Ranked #2 PB6110 for SVGA education
Ranked #1 PB6210 XGA education



Posted Oct. 6 2005

Established brand within AV *Why BenQ?*

The performance you desire. The service you demand.



Visit our site at
CEDIA
 Orlando, FL
 Adnan's Mark Hotel
 Room Condo City 3
 3rd Floor

PICTURE BY DLP
 BenQ takes the needs of integration with the new PB8220 video projector, with 2,200 ANSI lumens, 1000:1 contrast ratio and more of the all 1020 x 768 pixel digital DLP chip, the PB8220 offers remarkable resolution, ultra accurate color reproduction and ultra-sharp digitally based images that won't fade or degrade over time. Combine that with native 1200 x 720 DDTV performance, and you have a projector engineered for the next high profile home theater.

For more information, visit www.BenQ.com/2003/SVC-PB8220
 Email us at ProdInfo@BenQ.com or call (866) 700-2367

3-YEAR WARRANTY
 BenQ Xpress Xchange

BenQ
 Enjoyment Matters

Corporate. Home theater.
 One perfect BenQ projector.




www.BenQ.com



Visit us in
 Orlando, FL at
InfoComm
 Booth #2948

Q.REWARD
 By BenQ America Corp.

For more information on BenQ's
 reseller Debit Card Program,
 visit us at www.Q-rewards.com
 or call 866.700.2367.

No two installations are the same. Fortunately, there's the BenQ PB8220. Corporate, educational and home theater solutions each have specific requirements, but all have one need in common: a bright, clear projector. The BenQ PB8220 combines super-bright 2200 ANSI lumens with a razor-sharp 2000:1 contrast ratio for performance that shines in any environment. BenQ's projectors include a DLP™ chipset that ensures high-quality, digitally-based images that won't fade or degrade over time. The ultra-realistic image integrity is perfect for video playback – an increasing demand in institutional settings and the mainstay of home theaters. Backed by BenQ's benchmark-raising service and support, including three-year warranty with first year Xpress Xchange, you can feel comfortable putting your good name behind this projector.

For more information, visit www.BenQ.com/2003/SVC-PB8220
 To contact us, visit www.BenQ.com/ProdInfo or call (866) 700-2367

PICTURE BY DLP

3-YEAR WARRANTY
 BenQ Xpress Xchange

BenQ
 Enjoyment Matters

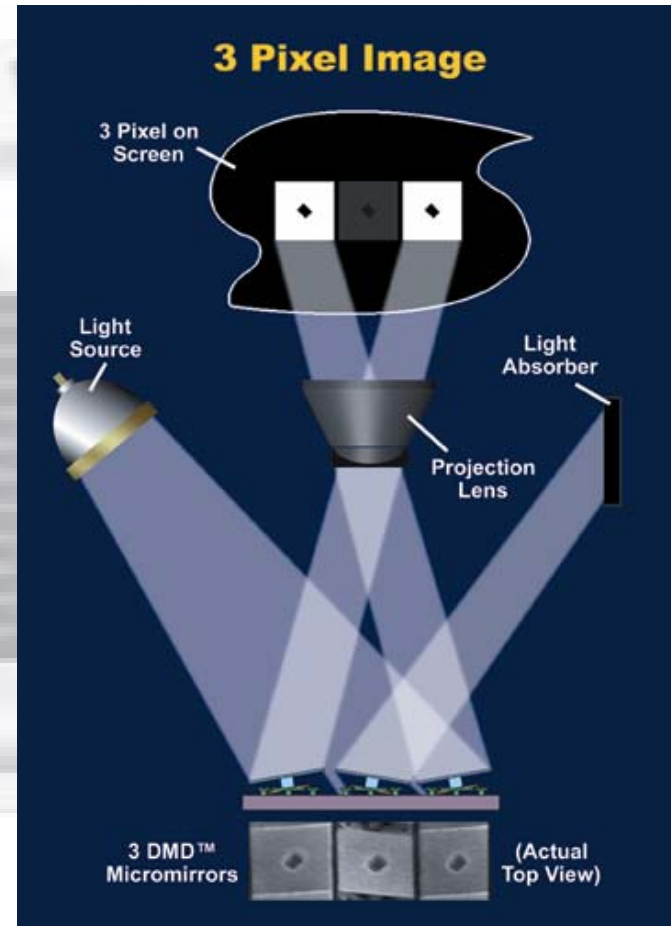
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Why DLP?

DLP is now 48%
of the projector market

- Expected to go to 60%



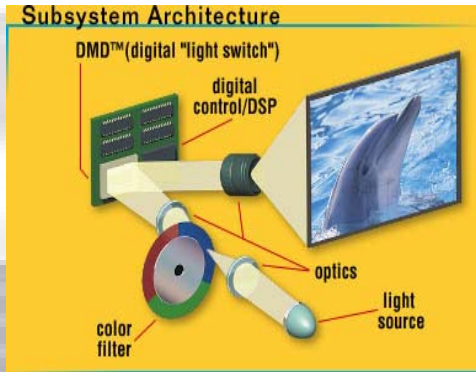
Pacific Media research



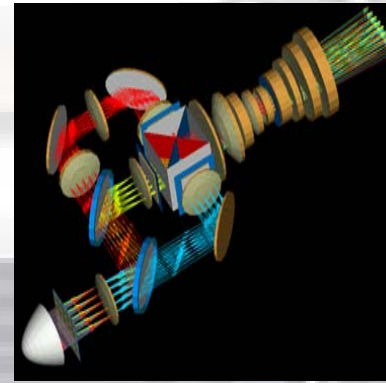
Optical Light Path

Why DLP?

More efficient
More Compact
Lighter!
Sealed engine
prevent from
dust.
No need for
cleaning filter



DLP™



Simpler light engine

LCD

DLP™: 1 Element = 1 Pixel

LCD: 3 Elements = 1 Pixel

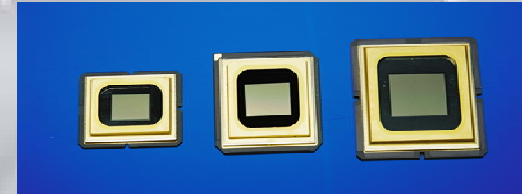


DLP™ Advantages

Why DLP?

1. DLP™ Life-time comparison

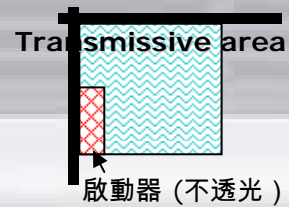
- DMD chip: 100,000 hrs.
- LCD Panel: 3,000 hrs.



2. DLP™ Better Picture Quality



DLP™ LCD



DLP™

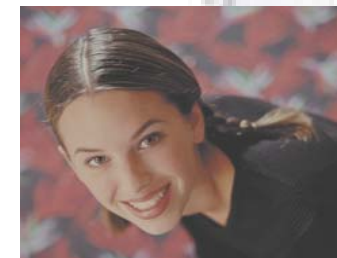


LCD

3. DLP™ High Contrast



DLP™

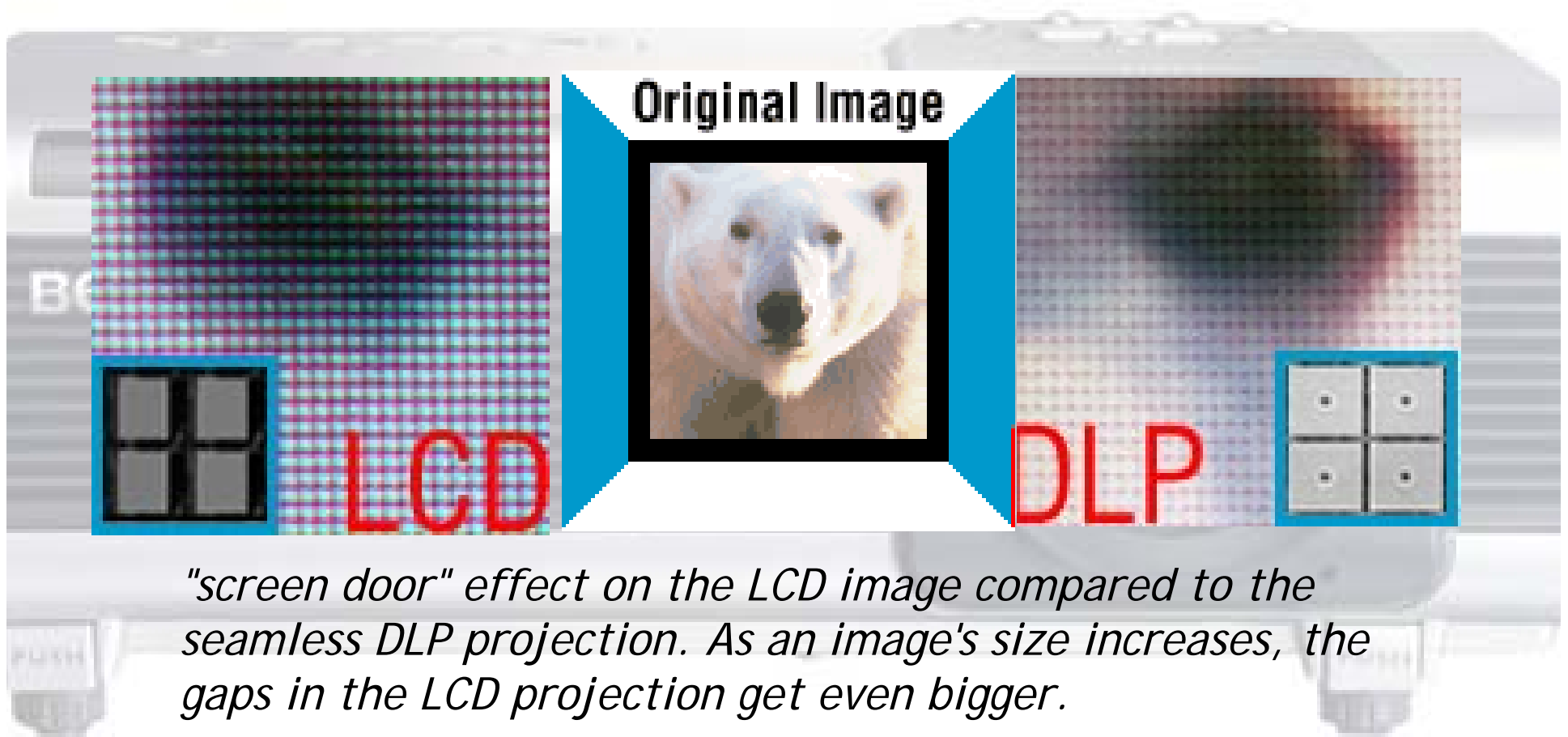


LCD

TARIN

DLP vs LCD

Why DLP?



Why BenQ DLP?

BenQ is the OEM

Many LCD manufacturers in the scramble to get DLP private labeled one or two models from the OEMS

BenQ experienced with DLP engines.

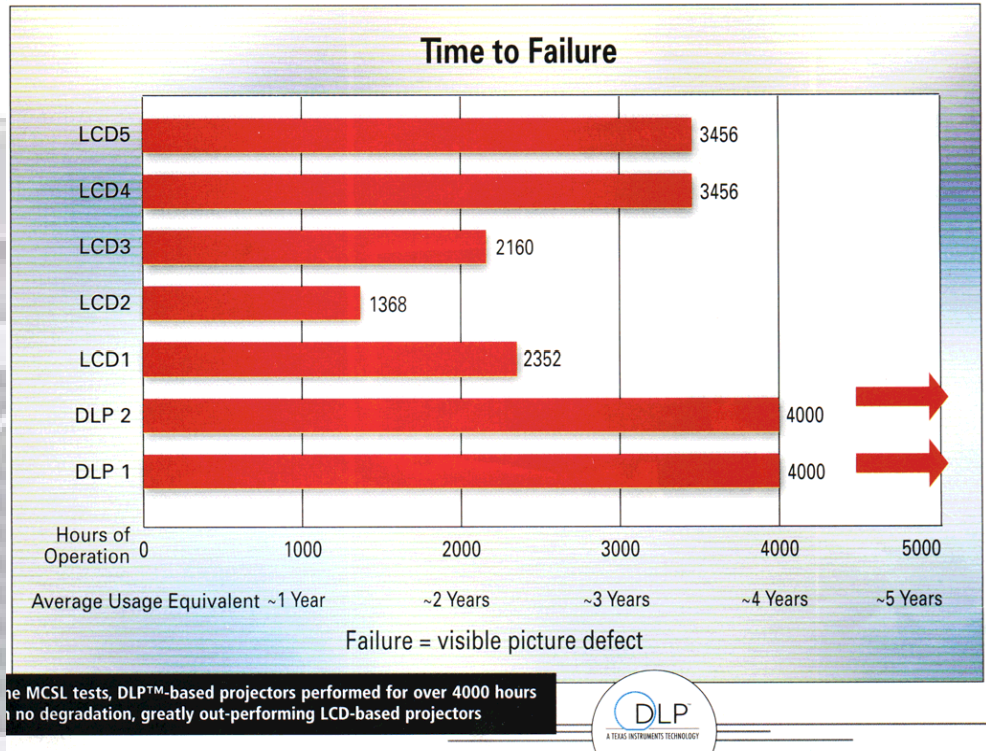
BenQ gives you a 3 year warranty with exchange in the first year.

BenQ has an array of DLP models

at different brightness, resolution, cooling, filtering and price points.

BenQ has more exciting things coming





Longer life of DLP vs. LCD



3 Year Limited Warranty
Free 1st year QXchange Service

STARIN advance replaces DOA
or infant mortality in first 30 days



Key products for AV

The PB 8000 series

BenQ developed a distribution model for Starin to provide competitive dealer pricing, incentives and promotions.

The projector market is in constant price flux and have taken the steps to help you stay profitable. Projectors with a represent a higher margin of profit when compared to the consumer and IT markets



Key products for AV



BenQ

PB 8240

PB 8250

PB 8260

PB 8140

The 8000 series- key models intended for professional installation have 4 quiet fans for better cooling with micro-dust filtering and pro I/Os.



Key products for AV



BenQ

PB 8140 - SVGA 2200 lumen \$959 dealer

PB 8240 - XGA 2500 lumen \$1639 dealer

PB 8250 - XGA 3000 lumen \$1999 dealer

PB 8260 - XGA 3500 lumen \$2459 dealer

802.11b wireless presentation sends low
frame-rate video from PC via wireless network



Key products for AV



BENQ

BENQ



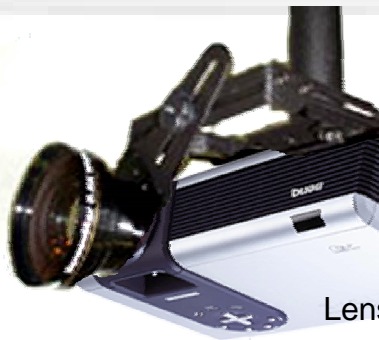
PB 8140 - SVGA 2200 lumen \$959 dealer

PB 8240 - XGA 2500 lumen \$1639 dealer

PB 8250 - XGA 3000 lumen \$1999 dealer

PB 8260 - XGA 3500 lumen \$2459 dealer

802.11b wireless presentation sends low frame-rate video from PC via wireless network



Lens adapters available



Key products for AV



BenQ

16:9 key models

PE 7700 - WXGA 1100 lumen \$2469 dealer

PE 5120 - WVGA 1100 lumen \$939 dealer



Key models = better margins

Key products for AV

BENQ

Model	Dealer PM to MAP
PB8140	13.6%
PB8240	18.0%
PB8250	23.1%
PB8260	25.5%
PE7700	19.0%



Qreseller.com

BenQ

MAP enforcement & internet black list

Starin requires all dealers to sign a dealer agreement that includes adherence to MAP.

By being a registered Qreseller you have ability to take a stand as the legitimate provider.

BenQ publishes a 'do not sell' list of low-ball MAP violators, that distributors are prohibited from selling, all benefits including rebates, spiffs and warranty are void.



Bundles

BenQ



**FREE MOUNT
With Install projectors**

Series / Model	Lumens	Resolution	MSRP	Free Lamp	Free Mount
Installation					
PB8140	2000	800x600	\$1,299		Yes
PB8240	2500	1024x768	\$2,499		Yes
PB8250	3000	1024x768	\$2,999		Yes
PB8260	3500	1024x768	\$3,499		Yes
Cinema					
PE5120	1100	640x480	\$1,199	Yes	
PE7700	1000	1280x768	\$3,599	Yes	Yes



Bundles



5% discount on Elite Screen when purchased with Key Pro projectors



SPIFFS

KEY MODELS		
PB8140	\$	15
PB8240	\$	100
PB8250	\$	100
PB8260	\$	100
PE7700	\$	100

Dealer salesperson spiffs- www.Q-rewards.com
to register and claim





Bid pricing

benq

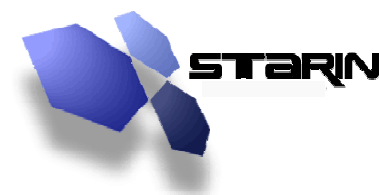


**get special pricing for quantities in a bid
for projects you specify
or for bids that accept an “or equal”**



Comparison on PB 8250

Model	Lmns.	Res.	Wrty.	MSRP
BenQ PB8250	3000	XGA-DLP	3	\$2599
Sharp XGMB70X	3000	XGA-DLP	2	\$3995
Sanyo PLCXU58	3000	XGA-LCD	2	\$3995
Sony VPLCX80	3000	XGA-LCD	2	\$4050
Mits. XD1000U	3000	XGA-DLP	1	*
Epson 830p	3000	XGA-LCD	2	\$3057
Infocus LP820	3000	XGA-DLP	2	\$2872
NEC VT770	3000	XGA-LCD	2	\$3495
NEC LT35	3000	XGA-DLP	2	*
Toshiba T250U	3000	XGA-DLP	2	\$2899
NEC MT1065	3200	XGA-DLP	2	\$5995
Dukane IP8768	3000	XGA-LCD	3	\$6195



GENERAL MARKET MODELS AVAILABLE

BenQ

Model		MSRP	DEALER
MP610	2200 ANSI SVGA	\$999.00	\$780
PB2140	4 LBS. 1600 ANSI SVGA	\$899.00	\$862
PB6240	2700 ANSI XGA	\$1,999.00	\$1,275
PB2240	4 LBS. 2000 XGA	\$1,499.00	\$1,349
PB2250	4 LBS. 2200 XGA	\$2,499.00	\$1,268
CP120	2.9 LBS. 1500 ANSI XGA	\$1,999.00	\$1,641





Wireless PRO

- No more plugging and unplugging between presenters.
- Quick & easy access to showing your desktop.
- Also send & store file PowerPoint to unit for PC-less playback.
- Take any regular wired projector and add the Wireless Pro

BenQ

\$199 MSRP
\$120 Dealer





4500 ANSI

**PB9200 Discontinued-
Substitute
HITACHI CPX 1250**



LCD tv

BenQ 20" 26" 32" 37"

BenQ



LCD FP

benq

BenQ



BenQ = Starin



Starin has more BenQ inventory and better programs than any other supplier.
Warranty support for DOAs infant mortality provides immediate advance replacement from available stock
Committed to support you with the best of BenQ.



Resources

DEALER PORTAL:

www.SellBenQ.com

PRODUCT PRICE
GUIDE



price guide
effective 10.1.05



BenQ

benq

Thanks for selling!

