

fast facts

THE MULTIMEDIA PROJECTOR NEWSLETTER
 Produced by Philips PC Peripherals Marketing Department



Philips cBright Series Projectors Coming in February

The much anticipated Philips cBright Series will be available mid-February and will offer innovative design and features ideal for the ultimate meeting room performance. In addition to Philips' unique 3-year warranty, the new cBright Series will offer:

- **High brightness in a compact design.** Brightness ranging from 1100 Alm to 1500 Alm depending upon the model, with a more compact design than competing projectors with similar brightness (only 7.9 lbs.).
- **Excellent picture performance.** The cBright Series marks a market first for picture performance with a 200W 1500-hour Philips UHP™ lamp, LCD Panels with high aperture and high contrast up to 340:1, and correction circuitry for sophisticated color and brightness fine-tuning.
- **Unique and innovative award-winning design.** Philips new cBright projectors are designed to complement the presentation and meeting room, not detract from it. cBright recently won two industry-coveted design awards



for functionality and trend-setting design.

- **Ease of installation.** Philips cBright projectors are easy to install with many of the functions

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cBright Benchmark Chart
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Philips Scoops Double Design Awards with cBright Series

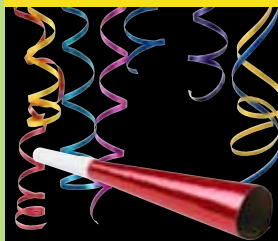
Philips continues to deliver award-winning multimedia projectors - and the new cBright Series is no exception. The new cBright Series, scheduled to ship in February, recently won the coveted Good Industrial Design Award 2000 and the iF - Industrie Forum Product Design Award 2001. In addition, the professional Philips ProScreen PXG10 boardroom projector also won the Good Industrial Design Award.

The Good Industrial Design Award 2000 was based on the cBright Series' technical function, ergonomics, environmental considerations, safety and originality of design. Equally important, the German iF - Industrie Forum Product Design Award is one of the most prestigious annual international prizes of its kind. This year, 700 companies from 30 countries entered 1,320 products, with the cBright Series winner distinguished as one of the most highly functional products with the most trend-setting design. This award allows the cBright Series to enter the Top 10 and the Best of Categories iF Award competition. The winners will be announced on January 13, 2001 so stayed tuned.

For more information visit www.pcstuff.philips.com/projectors.



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Happy New Year!

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Let's make things better.



PHILIPS

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calculated and performed automatically such as adjustment of horizontal size, shift and phase, and digital keystone correction. For USB users, the projectors are USB hot plug and play - no loading of software required and no need for an extra sound card in the PC to play audio on the projector's speakers. Our unique 1 cable concept incorporates Data, USB mouse control, and USB sound into a single cable for easy installation.

• **Ease of use.**

We've designed the new cBright Series projectors for complete ease of use with ergonomic remotes, intuitive user interface, complete picture control, and digital zoom and pan and digital freeze.

- **Silent operation.** Philips Air System ensures silent operation of the new cBright projectors while delivering superb performance.



statement in the smaller meeting rooms where the audience can not only see the presenter, but also this elegant projector.

Taste matrix

Based on careful market research into competitive products and the value perceptions of actual presenters, a "taste matrix" was used to position the "look and feel" of the new cBright series. After determining the key elements identifiable with Philips CDS, some sketches were refined and embodied in a number of concepts that reflect current

consumer perceptions and market research findings. Consumer panels in the U.S. and Europe finally selected the current, genuinely futuristic design.

Design to visualize

Previously, purchasers such as the IT groups within companies were purely interested in technical aspects. Now, projectors are increasingly designed with features that stir the emotions. The Philips cBright series enhances the image of the professional presenter with an eye for quality and refinement.

In the case of the cBright, beauty is definitely not just skin deep. There is more to it than only styling. It is the result of the high design approach; all disciplines such as engineering, product design, ergonomics and user interface design are all merged together. It is crucial to translate real user needs and technical features so that they are visible in the design. The projector reflects new levels in performance, including a hike in power (= brightness)

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Philips cBright series: Designed For Success

What turns a new multimedia projector into a double design award-winner and translates into a market success? "A groundbreaking design" as found in Philips new-generation cBright series which will soon be powering presentations in meeting rooms throughout the world.

Design Challenge

Our challenge was to create an innovative high-end product with improved ease-of-use and design as a key differentiator in the market. It needed appeal especially to people with exceptional taste and appreciation of both amazing technology and superb design. The cBright series should make a clear

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and an impressive compact size. It radiates ease of use and reliability.

Reliability is reinforced by the striking finish in warm silver that has a connotation to sturdy metal. The colors and the robust form emphasize quality and durability.

Brightest in compact design

The inspiration for the well-rounded basic shape came from the streamlined pod of a jet engine. It symbolizes the large amount of power generated by such a small, compact unit and the release of that power through the lens (the jet nozzle –so to speak). The compactness is even more accentuated by the chamfered edges of the front and back.

The design of the projector goes beyond ease of use. It is actually an invitation to plug it in and turn it on.

- The easy-to-follow On Screen Display has been designed by user interface design experts. It is simple, comprehensible and has help text as an additional aid.
- Release buttons for the feet are positioned where you would expect to find them, at the side, near the feet. A detail on the button “invites” to release the feet.
- The control panel is self-explanatory and familiar. The direct access and menu keys are clustered separately where they can be easily seen and accessed. The menu keys are identical to the menu keys on the projector’s remote control.
- As a result of a thorough study by CDS’ engineers, the backlit keys economically benefit from the light output of the Philips UHP lamp inside. The whole panel remains visible in darkened rooms.
- The connectors at the rear, the control panel on top and the lens zoom/focus ring in the front of the projector have been positioned in logical sequence.

Unobtrusive design

The overall appearance is clean and unobtrusive. According to the designers, Dany Snokx and Dirk Vananderoye: “We dispensed with bells and whistles and focused on design purity.” A strong carrying handle folds away into the cover when the projector is not being carried from one meeting room to another. Filter and lamp replacement covers are flush with the underside of the unit and clearly marked by logical symbols that are integral with the cover material itself. The level of detailing is kept constant throughout the design, with embellishment of surfaces, such as the graduated lens focus/zoom ring, adding to the “fun” of the design.

Branding

While required to be innovative and more striking than traditional designs, it was also required to have a “family resemblance” to other Philips projectors: an evolutionary concept, rather than a revolutionary concept. The classy shade of purple/warm silver color scheme is what Philips projectors are known for. The familiar perforated front is reminiscent of a car’s radiator grille, telling at a glance that this is a Philips projector. Displaying the brand name in high-contrast, prominently on the top cover and next to the lens proudly underlines this fact.

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Good Industrial Design Award 2000

The award was based on the cBright series' technical function, ergonomics, environmental aspects, safety and originality of design. "With the cBright, Philips can stand out amongst competition", is the panel's judgement.

More on Design Awards
CLICK HERE

IF -Industrie Forum Product Design Award 2001

The cBright series is distinguished as one of the most highly functional products with the most trend-setting design. By focusing on design purity, the cBright superb styling commands attention without demanding it.

PRODUCT UPDATE

Philips cBright Series

Amazingly Bright, Amazingly Compact!

Available mid-February

The new award winning projector series will be available mid-February in three models:

cBright XG1 Impact (LC4345)

- XGA compatible
- 1500 Alm
- 7.9 lbs.
- track ball remote control
- silver cabinet

cBright XG1 (LC4341)

- XGA compatible
- 1100 Alm
- 7.9 lbs.
- eggplant/silver cabinet

cBright SV1(LC4331)

- SVGA compatible
- 1400 Alm
- 7.9lbs.
- eggplant/silver cabinet

Order your demonstration unit at **15% discount** now!

Philips UGO Series

Traveling light, traveling bright.

Available Now

The world's smallest projectors, the UGO Series from Philips, are available now in two models:

UGO X-Lite

- XGA compatible
- 800 Alm
- 2.86 lbs.

UGO S-Lite

- SVGA compatible
- 800 Alm
- 2.86 lbs.



ProScreen PXG10

Big Picture Eye for Detail.

Available through Summer 2001

At a very bright 2200 Alm, the ProScreen PXG10 is ideal for high-end boardroom/conference room type installations, as well as the rental market and home theater due to the outstanding video performance and HDTV compatibility.

Hopper Series - Add Impact in a Silent Way!

Hopper SV20 Impact - Available until February/March 2001.

With a bright 1250 Alm, SVGA compatibility, and the best price/performance ratio you will find in the industry, the Hopper SV20 Impact is a great projector for educational customers and companies with a smaller budget.

Hopper XG20 Impact - Available until February 2001.

Our high performance Hopper XG20 projector with 1250 Alm and XGA resolution for pin sharp presentations.

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Last months for Hopper Series

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Hopper XG20 – SOLD OUT.

The Hopper XG20 is sold out, succeeded by the new cBright XG1 which will be available mid-February 2001.

Hopper XG10 – Phasing out.

The Hopper XG10 with 700 Alm, XGA compatibility, 4000 hour lamp, and lightweight 11 lbs. is phasing out. Contact your sales manager for a close out price as there are just a few units left!

PRESS REVIEWS

While the new cBright Series is currently stealing the press spotlight, Philips UGO Series has garnered its fair share over the past few months. Here are just a few excerpts from publications touting the world's smallest projectors from Philips.

Presentations, August 2000

Philips was included in a roundup article on "The Class of 2000" including the first units to crack the previously uncrackable 3-pound barrier.

VideoSystems, August 2000

Philips UGO X-Lite and UGO S-Lite were reviewed in the "Projectors & Displays" Product section.

HOUSE of Business, September/October 2000

"Philips has recently introduced two new multimedia projectors noteworthy for their small size, low weight, and useful features. . . The result is a bright, sharp image with high picture performance."

Computer Shopper, October 2000

"The race to produce the smallest multimedia projector is heating up with the new UGO S-Lite and X-Lite models from Philips."

GQ Gentlemen's Quarterly, October 2000

"Why restrict your gaming to a measly 27-inch TV

screen? The Philips UGO projector lets you play off the wall or anywhere else you want to."

PC World, November 2000

"At just under 3 pounds, the Philips UGO X-Lite projector redefines the term 'ultraportable'. Roughly the size of a smallish box of breakfast cereal, this is the lightest projector I've tested."

Delta SKY Magazine, November 2000

"As any weary road warrior winding up a five-day, eight-city marathon can testify, only one specification really matters in a presentation projector – weight. Responding to this need, Philips has come out with a line of really small, really lightweight projectors specifically designed for the business traveler."

"Ideal for making presentations to groups of two to 12 people, the UGO . . . weighs in at a shoulder-friendly 2.9 pounds, but sacrifices neither performance nor durability to get down to this bantamweight class."

"This isn't the projector for everybody, but by focusing on the needs of one particular group of users, the UGO meets those needs superbly."

HOT LINKS/ACCESS NUMBERS

Philips Multimedia Projectors: www.pcstuff.philips.com
www.philipsusa.com

Philips Training: www.philipstraining.com

Philips Arena: www.philipsarena.com

Philips Corporate Account Program:

www.corporatepartner.philips.com

Projection Assistant:

www.philipstraining.com/lcd/projasst.html

Literature Online: www.philipsalliance.com/literature

User ID: *philips*, Password: *literature*

Technical Support: (888) 873-4672

Fax Back System: (865) 521-4241

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cBRIGHT - COMPETITIVE PRODUCT COMPARISON

Brand Model	Philips cBright XG1 Impact	Panasonic PT-L711U	Mitsubishi LVP-X80	InFocus LP350	Sony VPL-CX10	Toshiba TLP-670
						
MSRP*	\$5,230	NA	\$7,340	\$5,999	\$6,000	\$4,916
Availability	Feb 2001	Jul 2000	Feb 2001	Oct 2000	Dec 2000?	June 2000
Brightness** (cLum)	1500	1400	1500	1300	1200	1300
Contrast	260:1	300:1	NA	400:1		400:1
Weight (lbs)	7.9	8.4	7	6.7	7	7.9
Size ((ltrs)	7.5	7.5	5.6	7.8	6.4	6.4
Lamp	200 W UHP	160W UHM	150W	270W SHP	132W UHP?	150W UHP
Lamp life	1500 hours	NA	NA	2000 hours?	1000 hours	1500 hours
USB	Yes	No	NA	Yes	Yes (hub)	No
15p D-sub in/out	1/1	2/0	NA (1/1)	via Wizard?	1/0	1/1
Power consumption On/Standby (W)	250/5	240/5	NA	350?	210/5	220/?
Design	Warm Silver	silver (other models in color)	Silver		"silky silver"	silver
Other	1 cable for data, USB mouse and USB sound	Index Window 2-Mode lamp	SRGB standard for color	"HOMe Theater Quality video"	USB Projector Station	

All units are 3x0.9" LCD (except InFocus LP350), XGA resolution

Philips cBright XG1 Impact is clearly the performance and price leader.

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PRODUCT AVAILABILITY - PROJECTORS (as of January 2001)

Model	Name	Description	Status	Notes
LC4345	cBright XG1 Impact	Ultra-Portable, XGA, 1500 Alm, 1500 hr	Intro mid Feb. 2001	Only 7.9 lbs! Contemporary silver design
LC4341	cBright XG1	Ultra-Portable, XGA, 1100 Alm, 1500 hr	Intro mid Feb. 2001	Only 7.9 lbs! Retro look design with silver/eggplant color scheme
LC4341	cBright XG1	Ultra-Portable, XGA, 1400 Alm, 1500 hr	Intro mid Feb. 2001	Only 7.9 lbs! Retro look design with silver/eggplant color scheme
LC1041	ProScreen PXG10	Boardroom/Home Entertainment, 2.4 million pixels, 2200 Alm, 2000hr	Available	2200 Alm, High Definition HDTV compatible
LC5141	UGO X-Lite	Micro-Portable, XGA, 800 Alm, 1000hr	Available	Under 2.9 lbs!
LC5131	UGO S-Lite	Micro-Portable, XGA, 800 Alm, 1000hr	Available	Under 2.9 lbs!
LC4236 (LC4235)	Hopper SV20 Impact	Ultra-Portable, SVGA, 1250 Alm, 2000hr, very quiet	Available, phase out in March	LC4235 transitioned to LC4236
LC4246 (LC4245)	Hopper XG20 Impact	Ultra-Portable, XGA, 1250 Alm 2000hr, very quiet	Available, phase out in February	LC4245 transitioned to LC4246
LC4041G	Hopper XG10	Ultra-Portable, XGA, 700 Alm, 4000hr, very quiet	Last units available; contact your RSM for latest status on availability and close out price	Phasing out
LC4043G	HopperXG20	Ultra-Portable, XGA, 1000 Alm, 4000hr, very quiet	Sold Out	Sold Out
LC4700F	Fellini 100	Home Entertainment, 2.4 million pixel, 600 Alm, 4000hr	Phasing Out Few units left	Video only

Ask your Philips Regional Sales Manager for the availability of our refurbished units.

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PRODUCT AVAILABILITY - ACCESSORIES

(as of January 2001)

Model	Name	Description	Status	Notes
LCA11450	Leather Case	for Hopper Series	Available	
HCASE431	Hard Case	for Hopper SV10/XG10	Available	
HCASE450	Hard Case	for LC4500G, LC4600(G&B), LC4650G, LC4750G/B	Sold Out	
LCA31060	Bulb	for LC4650G & LC4750G/B	Few units available	
LCA31070	Bulb	for LC4031G/LC4041G	Fulfilling Backorders in Jan. and Feb.	
LCA31080	Bulb	for LC4033G/LC4043G	Fulfilling Backorders in Jan. and Feb.	
LCA3110	Bulb	for LC1041	Backordered, Available February	
LCA3109	Bulb	for LCA4235, LC4245, LC4236, LC4246	Fulfilling Backorders in Jan. and Feb.	
LCA3113	Bulb	for LC5131, LC5141	Available	
LCA3111	Bulb	for LC4345, LC4341, LC4331	Available March	New 200 W bulb, 1500 hour
LCA22050	Ceiling Mount	for Hopper	Available	
LCA22060	Ceiling Mount	for LC4700F & LC4750G/B	Sold Out	
LCA2207	Ceiling Mount	for high ceiling for LC1041	Available	
LCA2208	Ceiling Mount	for low ceiling for LC1041	Available	
LCA2209	Ceiling Mount Adapter	for LCA2207 and LCA2208	Available	
LCA2210	Ceiling Mount	for LC4345, LC4341, LC4331	Available March	New ceiling mount for cBright series
LCA3001	Tele zoom lens	for LC1041	Available	
LCA3002	Wide zoom lens	for LC1041	Small quantity available	
SCREEN60	Screen	Portable	Available	
LCA14800	Screen	WriteScreen (80")	7 units available, close out price \$350	
LCA14810	Screen	OptiScreen (80")	1 unit left	
LCA14830	Screen	Brilliance (80")	13 units available, close out price \$390	
LCA74010	Screen Stand	for LCA14800, LCA14810, LCA14830	18 units available, close out price \$190	
LCA5310	VGA Y-Cable	for Hopper series (LC4236, LC4246, LC4043, LC4033)	Available	
LCA4117	Trackerball RC	for LC4345, LC4341, LC4331	Available March	New trackerball remote for cBright series (comes standard with the LC4345)

Please note the transition of the below mentioned accessories that from Dec. 1, 1999 onwards will be sold through our service parts department

SCASE500	Soft Case	LC5000W	Sold through Service parts department
HCASE400	Hard Case	LC4000G & LC4100G	Sold through Service parts department
HCASE500	Hard Case	LC5000W	Sold through Service parts department
RBULB120	Bulb	for LC1200x	Sold through Service parts department
RBULB260	Bulb	for LC2600x	Sold through Service parts department
LCA3102	Bulb	for LC2700G	Sold through Service parts department
LCDBULB	Bulb	for LC3000G/2100G	Sold through Service parts department
RBULB350	Bulb	LC3500G	Sold through Service parts department
LCA31030	Bulb	for LC4000G & LC4100G	Sold through Service parts department
LCA31040	Bulb	for LC4500G, LC4600G, LC5000W	Sold through Service parts department
LCA31050	Bulb	for LC4600B	Sold through Service parts department

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*Philips PC Peripherals
wishes you a successful, prosperous,
healthy and of course . . . **Bright** 2001!*

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