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## **NEW PRODUCT INFORMATION**

**For Release CES 2004  
#17277 LVCC South Hall 1&2**

### **VIDIKRON BOWS NEW D-ILA™ MODEL**

#### **The Vision Model 60 Implements Three-Chip Design for Outstanding Performance**

**Las Vegas, Nevada...January 8, 2004...** Vidikron is pleased to introduce a new entry into the exciting D-ILA™ (Direct Drive Image Light Amplifier) technology category, making its debut here at CES 2004 in their booth #17277, LVCC South Hall 1&2. Vidikron raises the bar again in high quality, home theater video performance with the **Vision™ Model 60**.

“This exciting technology has come a long way and is capable of producing some of the smoothest images available in digital projection. Tremendous detail, richly saturated colors and outstanding black level reproduction are hallmarks of the Model 60. Not to mention the incredible styling that makes this projector a gorgeous centerpiece for any environment,” said Mark Stein, Vidikron’s Director of Corporate Communications.

The **Model 60’s** optical light engine design and Vidikron’s incorporation of three D-ILA chips, rather than a lower cost one-chip design, result in exceptionally low noise without the flicker and “rainbow effect” that often plague one-chip digital video display devices. Vidikron engineers have also paid careful attention to accurate gray scale tracking and true 6500K color reproduction capability. Together, all of these engineering achievements produce the most pleasing and film-like high resolution pictures imaginable.

With 1000 ANSI lumens of light output (CSMS™ Light Output of 17.9 ft-Lamberts) and an 800:1 contrast ratio, the **Model 60** offers state-of-the-art picture quality on screens as large as eight feet wide. Vidikron's outstanding internal video processing with 3:2 film detection circuitry and the **Model 60's** full HDTV compatibility (with outboard tuner/decoder or satellite receiver) make it versatile enough to handle every video source.

In addition, Vidikron's multiple aspect ratio control includes its unique IntelliWide™ mode for viewing standard video formats in widescreen without loss of image quality. Discrete IR and RS-232 control make custom installation seamless, while discrete source and aspect ratio selection accommodate any automation control system.

Finally, the **Vision Model 60** is packaged in stunning, Italian inspired styling and finished in a soft white to blend seamlessly with any decor.

The highly respected Vidikron brand was established in 1980 in Milan, Italy, and was acquired by Runco International in 2002. Vidikron offers a comprehensive selection of high performance, cutting edge video products, distributed through a select network of authorized Vidikron dealers and custom installation professionals. For more information on Vidikron, visit our website at **[www.vidikron.com](http://www.vidikron.com)**.

**Manufacturer's Suggested Retail Prices:** Under \$15,000

**Available:** Second Quarter 2004

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**Digital Images are available on request from:  
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