



## Optoma launches EW533ST Short-Throw Widescreen Projector

**London, April 2010** - The EW533ST is the latest short-throw projector release from Optoma, the number one vendor of DLP(tm) projectors worldwide<sup>1</sup>. Designed with the burgeoning business and education markets in mind, the new model is capable of producing a 64 inch diagonal image from just 1m away from the screen.

The 2500 ANSI Lumens of brightness is coupled with a contrast ratio of 3000:1 using Dark Chip 3 and BrilliantColor(tm) technology from Texas Instruments produces superb images with pin-sharp graphics and crystal clear text.

Featuring true WXGA (1280 x 800) resolution from a short throw lens, the EW533ST aims to significantly improve connectivity and ease of use with its extensive range of features. The optional wireless connectivity using the Optoma WPS-Dongle makes wireless presenting simple and straightforward and facilitates effortless switching between sources and makes frequent cable changing in the boardroom environment a thing of the past. The EW533ST includes an extensive range of inputs and outputs too, including HDMI v1.3, RS232 and audio in and out.

For larger classrooms and boardrooms, the presenter can take advantage of the inbuilt 10w speaker to deliver multimedia presentations to a larger audience.

Amongst the first projectors in the industry to output less than 1 watt power consumption in standby mode, the EW533ST, not only deliver reduced running costs, but reinforces our commitment to "environmentally friendly" features such as timer control functions and fast shut down and start-up.

In standard mode Optoma lamps have an outstanding life of 5000 hours, lowering the total cost of ownership (TCO) and coupled with our "filter-free design" ensures there are no hidden costs to owning a projector.

1 Verified by PMA 2009.

### **EW533ST Key Features**

- Widescreen 64 inch image from 1m away.
- WXGA Resolution, 3000:1 contrast ratio for exceptional image performance
- Cable free wireless option.
- Bright 2500 ANSI Lumens projection
- 10W speaker
- 5 Year Colour and Imager Guarantees
- Environmentally friendly <1 Watt standby mode.
- Filter-free design. Virtually no maintenance
- Carry-bag included

<b>INPUTS:</b>	15 pin D-Sub (Wireless/SCART and Component via adapter)
	S-Video
	Composite
	3.5mm audio mini jack
	HDMI (HDCP) Audio supported
<b>CONTROL:</b>	RS232 9 pin D-Sub
<b>OUTPUT:</b>	Stereo audio mini-jack
	10W Speaker
<b>Colour &amp; Imager Guarantee</b>	5 years (see website or brochure for terms and conditions).

- END -

#### **NOTES TO EDITORS**

For more information and product images, please contact:

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For a full specification sheet or further information visit the Optoma website - <http://www.optoma.co.uk/>

#### **ABOUT OPTOMA**

Optoma is a world leading designer and manufacturer of award-winning projectors for Business, Education, Professional Audio/Video and Home Entertainment, with comprehensive ranges to exceed the expectations of every user.

Optoma's innovative products are carefully crafted to deliver crystal clear images of unrivalled quality by incorporating the latest DLP® technology from Texas Instruments', together with advanced optical engineering expertise and dedication to superb product quality.

Optoma has a special approach to customer service. Full product and technical support are available through our extensive network of resellers and distributors. Where Optoma is different is that projector users can call us directly to discuss any concerns.

The Optoma Group has continental headquarters in Europe, the USA and Asia; whilst Optoma Europe Ltd, based in London, covers Europe, Middle East and Africa (EMEA), delivering local services from regional offices in Germany, France and Norway.