

Up to **3X** BRIGHTER COLOURS

with Epson Projectors¹

EVERYTHING'S BRIGHTER WITH EPSON

No-one sells more projectors than Epson. Why? All our projectors have an equally high WLO and CLO to ensure everything's bright.

In fact, our projectors' colours are up to **three times brighter¹** than 1-chip DLP³ projectors.

98% SAY WE'RE BRIGHTEST

Don't just take our word for it. In a blind test conducted with an Epson projector against five other 1-chip DLP brands with similar quoted lumens of white light, **95 per cent** of people surveyed said that the Epson projector had the **most vivid colours**, and **98 per cent** said we have the **brightest picture overall⁴**.

98%

¹ Compared to leading 1-chip DLP home entertainment projectors. Epson 720p projectors are three times brighter; Epson 1080p projectors are consistently two and up to three times brighter. Based on NPD data, July 2011 through June 2012. Colour brightness (Colour Light Output) measured in accordance with IDMS 15.4. Colour brightness will vary depending on usage conditions. For more information please visit www.epson.co.uk/CLO. ² Source: FutureSource Consulting Limited, www.futuresource-consulting.com. ³ DLP™ (Digital Light Processing™) is a trademark of Texas Instruments Incorporated. ⁴ In a blind test against five leading competitors' 1-chip DLP models. Research carried out by RB Consulting, March 2012, base sample n200. Some 1-chip DLP™ projectors do not contain white but contain other colours. ⁵ Data source: ProjectorCentral.com, Jan. 2012. Average of 1,122 shipping models for which the manufacturers provided lumens and total power data for all resolutions and brightness levels. Energy efficiency was measured as wattage per lumen. It was measured for both 3LCD and 1-chip projectors in each of five brightness segments. 3LCD projectors averaged less required electricity per lumen in each of the five segments.

3LCD VERSUS DLP

WHY 3LCD IS BRIGHTER THAN DLP³

- **1-chip DLP** projectors shine light through red, green, blue and white⁵ segments of a spinning colour wheel
- These colour bursts must be combined by the viewer's brain to perceive the intended colour
- This results in a loss of brightness, and some viewers can perceive the individual colours, instead of the intended colour. This is called 'colour break-up', or the 'rainbow effect'
- **Epson's 3LCD system** combines red, green and blue image portions and projects them as a single-full colour image
- As the final colour is perfectly blended before being projected, the result is a stable, true-to-life image that's easier on the eyes



3 BENEFITS OF EPSON 3LCD

- 1 Low maintenance** – 3LCD runs at relatively low temperatures and has virtually no moving parts to repair or replace
- 2 Low noise levels** – 3LCD is quieter because it's solid-state technology
- 3 Low cost** – 3LCD technology is 25 percent more energy-efficient⁶ than DLP

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EPSON®

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with Epson Projectors¹



EPSON
WORLD LEADER
IN PROJECTORS²

EPSON®
EXCEED YOUR VISION

WHAT IS CLO?

WHAT IS COLOUR LIGHT OUTPUT?

When choosing a projector, you already know that it's important to find out its brightness, which is the main figure quoted in lumens. But did you know you should also check its Colour Brightness?

Colour Brightness is a global standard that scientifically measures a projector's Colour Light Output (CLO). Projectors blend red, blue and green light to create colour images, and it's the brightness of these three colours that is measured to give the CLO figure.



DOES 'LUMENS' INCLUDE COLOUR BRIGHTNESS?

No. Unless you see a separate specification for Colour Brightness or CLO, the lumens figure will only give you the White Brightness of the projector. The Colour Brightness could be much lower than the White Brightness – so high lumens does not necessarily mean high brightness overall.

WHAT SHOULD I LOOK OUT FOR?

Look for two separate measurements in lumens – one for Colour Light Output (CLO), and one for White Light Output (WLO).

For the optimum projected images with vibrant colour and crisp detail, you should select a projector with an equally high CLO and WLO.

WHY IS CLO IMPORTANT?

WHY COLOUR IS CRITICAL?

With today's high-quality, high-resolution digital content, the ability to reproduce colour and detail accurately is more important than ever. After all, you've worked hard on your presentation, so you want your audience to get the full picture.

Colour is an important part of image quality. If a projector's CLO is not as bright as its WLO, coloured images are likely to appear dull and washed-out.



MAKING A BETTER CHOICE

Not all digital projectors produce colour in the same way. This means there's a big difference in their CLO.

Many manufacturers only quote the brightness of their projector's white light – usually the main figure shown in lumens in the projector's spec. However, this only tells you how bright a projector is when showing a plain white image, which can be misleading.

If you know the CLO of a projector, then you can make a much more accurate assessment of its overall performance, and a more informed purchase decision.

Epson Example



1-Chip DLP example



THE BENEFITS OF EQUALLY HIGH WLO AND CLO

- 1 Accurate colours** that can be instantly identified – essential for education, medicine, training, artists, photographers and anyone who wants their presentation to look exactly as intended
- 2 Brighter images** that make a bigger impact
- 3 Clearer details** that are easier to see
- 4 Flexibility** to present in different light conditions – thanks to brighter images, you can keep the blinds open and the lights on so your audience isn't struggling to take notes in the dark
- 5 More for your money** – when WLO and CLO are the same, the image is brighter overall, meaning you don't have to buy a more expensive projector with very high WLO to benefit from a bright projection