

EDITORIAL EXAMPLE

SCREENPLAY 5700 PROJECTOR BRINGS THEATER EXPERIENCE HOME FOR UNDER \$5K

The award-winning InFocus Screen-Play 5700 home theater projector, currently on display in the NextGen demonstration home, is designed to impress even the most discerning videophile. The sub-\$5,000 projector combines a premium blend of performance and price while offering native 16:9 resolution that projects impeccable quality.

Now, home theater enthusiasts can watch their favorite sports events, TV shows, movies and video

games on screens measured in feet—not inches.

The InFocus ScreenPlay 5700 uses the native 16:9 Matterhorn DLP technology from Texas Instruments to create large-screen images exactly the way they were intended to be seen. For worldwide customers who use the PAL video format, the ScreenPlay 5700 displays images in native resolution and aspect ratio without the distortion commonly associated with conventional conversion techniques.

In fact, the ScreenPlay 5700 was recently named the 2003–2004 European Projector of the Year by the European Imaging and Sound Association (EISA).

The ScreenPlay 5700 offers many other cutting-edge performance features, including 1,000 lumens for bright pictures and a 1,400:1 contrast ratio for crisp blacks and detailed gray scale. The ScreenPlay 5700 also employs the new DCDi from Faroudja, which has additional color and sharpness, noise reducers and a videophile-grade scaler.

The ScreenPlay 5700 is geared toward consumers who want a bigger, sharper, more cinema-like home theater experience with an image size significantly larger than other big-

screen solutions. The projector is designed for videophiles who aspire to true home theater with no compromise in features or image quality, yet at an easily obtainable price point.

The design of the projector allows it to be mounted on the ceiling or wall, but it can also be used on a tabletop, depending on the consumer's preference. This means it is non-obtrusive enough to be tucked into the closet when not in use, but has a sleek, sophisticated design if a user integrates the projector into the overall look and feel of the room.

The projector is also user-friendly, with familiar menus and an easy-to-read user manual, making it as easy to use as a game console.

Editorials:

1. up to 300 words in length
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