



GUIDE TO SELECTING AN LCD PROJECTOR

- **Audience Size & Ambient Light**

How large your audience is and how bright the room is where the projection will take place are critical factors in the selection of an LCD projector.

Our **Basic Meeting Projector** is ideal for audiences under 100 people with little ambient light in the room. This projector will feature between 1500 – 2000 lumens.

Our **Regular Meeting Projector** works fine for audiences of under 200 people in a room with little ambient light OR for an audience of under 100 people where the room's ambient light is not entirely controllable. This projector features 2500 – 3000 lumens.



Our **Superior Meeting Projector** is the best solution for audiences of under 300 people in a room with little ambient light OR for an audience of under 200 people where the room's ambient light is not entirely controllable. This projector features 4000 – 4500 lumens.

Our **Home Theater Projector** is optimized for projecting wide screen images and HDTV video formats. Works best for HDTV broadcasts, Blu-ray players, popular gaming stations, and progressive-scan DVD players. With this projector please specify a Home Theater Tripod Screen if you need to rent a projection screen as well.

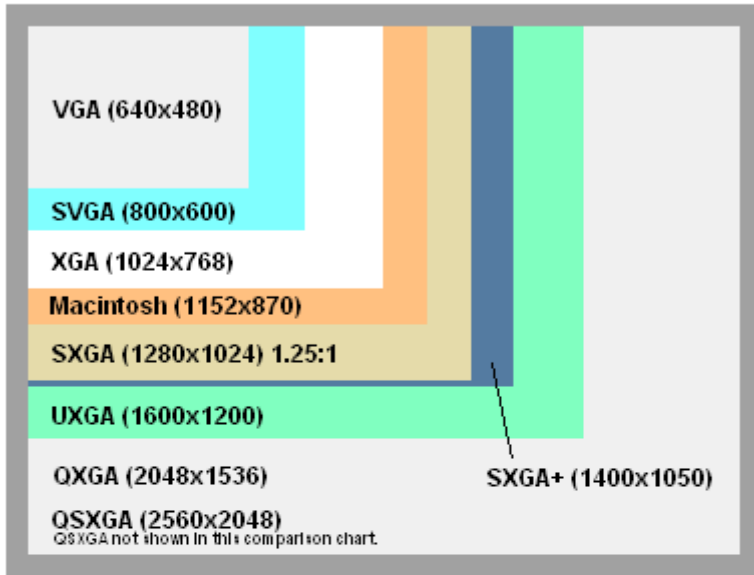
Larger audiences, large presentation rooms where viewers will be spread out, high ambient light situations and special presentation circumstances may require an alternative LCD projector product and/or projector options. If you don't feel that your LCD projector needs have been met with the above four solutions, or if you just want more technical information, then read on. At any time you can initiate a 'Chat' with our technical reps to assist you with finding the right product for your needs.

- **Screen Resolutions**

Standard resolution LCD projectors for business use usually support a native 1024 x 768 resolution. If you will use your LCD projector mainly for PowerPoint presentations, the SVGA or XGA resolution should be fine. You'll only need the higher resolution LCD projector if you need fine details to be accurately displayed or if you developed your presentation in a higher resolution mode and it doesn't adjust well to a lower resolution format. Because many notebooks computers (particularly newer ones) offer a wider range of screen resolution options, both in standard and wide screen formats, it's best to view your presentation in an XGA format on your own computer first to be sure it will look the way you want it to when shown through the projector. For the best results, you'll always want to match the resolution of your computer with the native resolution of the LCD projector. Review the charts below for more information about screen resolutions.

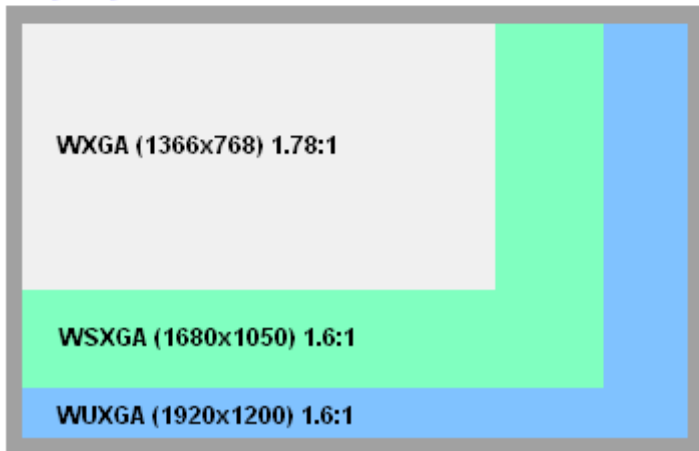
STANDARD SCREEN RESOLUTIONS

These resolutions have a 1.33:1 (4:3) aspect ratio, except for SXGA, which is 1.25:1.



WIDE SCREEN RESOLUTIONS

HDTV uses a 1.78:1 (16:9) aspect ratio.
Many hollywood movies are shot at 1.85:1 and 2.35:1.



All of our standard business projectors support a native resolution of 1024 x 768. Higher resolution business projectors are available in the following increased resolutions:

- SXGA (1,280 x 1,024) – best with higher end personal computers
- SXGA+ (1,400 x 1,050) – very good for detailed photography and high-end graphics
- UXGA (1,600 x 1,200) – great for workstation applications that require exacting detail

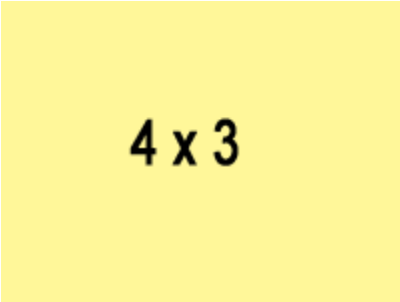
If you know which higher resolution projector you will need for your presentation just indicate it when submitting your request for a rental quotation. If you need technical assistance in determining this please just initiate a 'Chat' with one of our technical reps, email your request, or call on the phone. We'll do everything we can to make sure you select the right products for a successful presentation.

Aspect Ratio

You'll also want to consider the Aspect Ratio of your image. Aspect ratios refer to the number of units wide to the number of units high your LCD projector displays. The standard for years has been 4:3, but with the advent of wide screen formats the newer option is 16:9.



16 x 9



4 x 3

As you can see, a 4:3 aspect ratio is squarer and the 16:9 aspect ratio is more rectangular. The 4:3 aspect ratio is ideal for the standard computer resolutions shown in the top chart. A 16:9 aspect ratio works best on the wide screen resolutions on the second chart as well as all home theater screen resolution formats (480i, 720p, 1080i, 1080p). If you are renting a projection screen from us please indicate if you need a screen that optimizes the 16:9 aspect ratio as just ordering a standard projection screen will always get you one with a 4:3 aspect ratio.

Projector Lens

Zoom lenses are standard on all our projectors. This gives you the flexibility of placing the projector at multiple distances from the projection screen. Those distances, however, are limited. You generally cannot, with a standard lens, place the projector 150 ft from the screen or 6 ft from the screen and enjoy an image that will satisfy all viewers. If you need to place the projector very close or very far from the screen or if you want to place the projector in back of the screen (for rear projection) you will most likely need a special lens with your rental projector. Just let us know.