

# TOP 10 BENEFITS OF HIGH COLOUR BRIGHTNESS IN A PROJECTOR

# The top 10 benefits of a digital projector with high colour brightness or Colour Light Output (CLO) and Epson's 3LCD technology that powers it. *Why care about CLO?*



There are many benefits of having a digital projector with Epson's 3LCD technology that delivers an equally high white and Colour Light Output (CLO).

## 1) Brighter images with vivid colours

Epson's 3LCD technology delivers vivid colours that are three times brighter<sup>1</sup>, so they don't look dull or washed out. This helps your presentation stand out and makes it memorable.

Don't just take our word for it. In a blind test 9 out of 10 people said our projector had the brightest image (98 per cent) with the most vivid colours (95 per cent)<sup>2</sup>.

## 2) Keep the blinds open

A bright image means you can easily see it in daylight, or where there is a lot of ambient light.

<sup>1</sup> Compared to leading 1-chip DLP business and education projectors 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.eu/CLO](http://www.epson.eu/CLO)

<sup>2</sup> In a blind test against five leading competitor's 1-chip DLP models. Research carried out by RS Consulting, March 2013, base sample n200. For more details see [www.epson.eu/CLO](http://www.epson.eu/CLO)

It also removes the fuss and distraction of closing blinds and turning off lights, so your audience can focus on the presentation.

## 3) Easily see what's on screen

A dull image means you can't easily read text or make out images on screen. With a brighter image you can easily see what's being shown and make out the detail.

## 4) More cost-effective

You get a brighter picture with more vivid colours when you have an equally high colour and white light output, so you don't need to buy a projector with more lumens.

## 5) High quality image

Epson's 3LCD technology delivers a clear image that won't have the "rainbow effect" that can affect some 1-chip DLP projectors for some people.

## 6) Instantly recognisable colours

It's easy to identify the colours shown as they are bright and vivid, particularly important when showing iconic or easily recognisable images.

## 7) Road-tested reliability

We developed 3LCD technology and it has over 20 years of road-tested reliability, as the very first device was launched in 1989.

The optical system also runs at relatively low temperatures and uses a solid-state design with no wheels or hinges, so there are virtually no moving parts to repair.

## 8) Power-efficient

3LCD technology is 25 per cent more [energy efficient](#)<sup>3</sup> so costs less to run.

## 9) Almost silent running

Because our 3LCD technology has virtually no moving parts it is quiet and any noise from your projector won't overpower the presenter.

## 10) Low maintenance

With 3LCD technology there are virtually no moving parts to replace and the lamp is long life, so your projector needs little maintenance.



For more information visit:  
[www.epson.eu/CLO](http://www.epson.eu/CLO)

<sup>3</sup> Data source: ProjectorCentral.com, Jan. 2013. Average of 1,128 shipping models for which the manufacturers provided lumens and total power data, 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. For more information visit:  
[www.3lcd.com/benefits/energy\\_efficient.aspx](http://www.3lcd.com/benefits/energy_efficient.aspx)