

# Digital Projection Announces New Range of 30,000 Lumen Lightning Displays

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ATLANTA, Ga. -- Digital Projection International (DPI), an Emmy® Award-winning manufacturer of high-performance projection systems, announced major advancements to the company's flagship LIGHTNING Pro Series projectors by introducing numerous new high lumen displays. The new LIGHTNING 45-sx+, LIGHTNING 45-1080p and LIGHTNING 45-WUXGA projectors represent bold expansions into the industry's most advanced and rugged displays. With advanced engineering, 3-chip DLP™ imaging, 3D capability and DPI's exclusive RapidRig™ system, the new LIGHTNING Pro projectors bring extraordinary value to large-venue customers.

The LIGHTNING 45-1080p delivers 30,000 ANSI lumens and 2000:1 contrast. The LIGHTNING 45-1080p Ultra Contrast offers 10,000 lumens and a remarkable 4000:1 contrast. Both new LIGHTNING displays include DPI's advanced Intelligent Lens Memory, or ILM, which allows each projector to store specific lens zoom, shift, and focus values to up to 10 preset positions. The ILM feature is easy to implement and is automatically recalled when ILM associated inputs are selected. The new LIGHTNING projectors also utilize the same lenses as all of the company's past TITAN and LIGHTNING sx+, WUXGA and 1080p Pro Series II projectors.

In addition to the new engineering advances, the new LIGHTNING 45 series displays incorporate DPI's CoolTek™ engineering, which assures the projectors deliver the highest lumen performance with the lowest power consumption, thermal (BTU) and noise level (dBA) output. Additionally, the projectors consume approximately half the power of similarly bright models available in the market. Maximum source connectivity and accurate image resizing is provided through advanced NextGen electronics. DP's ColorMax™ 7-point colorimetry assures color-critical applications benefit from the broadest color gamut, ultra-precise color calibration and the most stable white point definition available in any display.

As with the existing LIGHTNING products, the new LIGHTNING displays include DP's ruggedly engineered RapidRig™ system. The integrated pitch, roll and yaw adjustments of the RapidRig™ system ensures LIGHTNINGS are simple to stack, fly and align.

## About Digital Projection International

Founded in 1989, Digital Projection International (DPI) has been instrumental in the development and application of Digital Light Processing™ technology by Texas Instruments for projection systems. DPI introduced the world's first 3-chip DLP® projector in 1997, and has since delivered expert system engineering and world-class customer services, thus maintaining its position as a digital imaging pioneer.

DPI's groundbreaking projection research and development has garnered the admiration of industry professionals around the world. This has earned the company many awards, including two Emmy® Awards for Outstanding Achievement in Engineering Development by the Academy of Television Arts and Sciences. DPI remains the first and only projector manufacturer to win the coveted award.

Today, DPI manufactures and distributes an extensive line of ultra high-performance 3-chip and single-chip DLP® projection systems. These projectors are the reference standard for demanding applications such as large-venue, live-event staging, fortune 5000, education, medical and scientific research, command and control, digital cinema, commercial entertainment, worship and elite home cinema.

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