Projector : D300 (Electra)

- Sales Guide

2008.Apr

Visual Display Division

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1. Product Concept

- **D300 is the best solution for those who are looking for the Business projector to do presentation and business purpose.**
  ※ Mainly focused on brightness & lowest noise among Business Projector

Designed to aim at the practical user

D300 is a business projector which fits for business presentation and also for office environment

- 1024 x 768 (XGA)
- 3,000 ANSI of monitor mode for ambient light will fit any business presentation purpose
- Windows Vista Certified
- Noise: Monitor mode 32[dB], Movie mode 28[dB]
- Various Video Input

2. Target Customer & Key Needs

Target Customer

Target Customer

- Small & Middle Business owner

- Value for money

- Office Solution company

- Presentation Purpose in ambient light

Monitor mode
(3,000 ANSI)

Key Needs (Key Buying Factor)

Unique Design with new dolphin concept
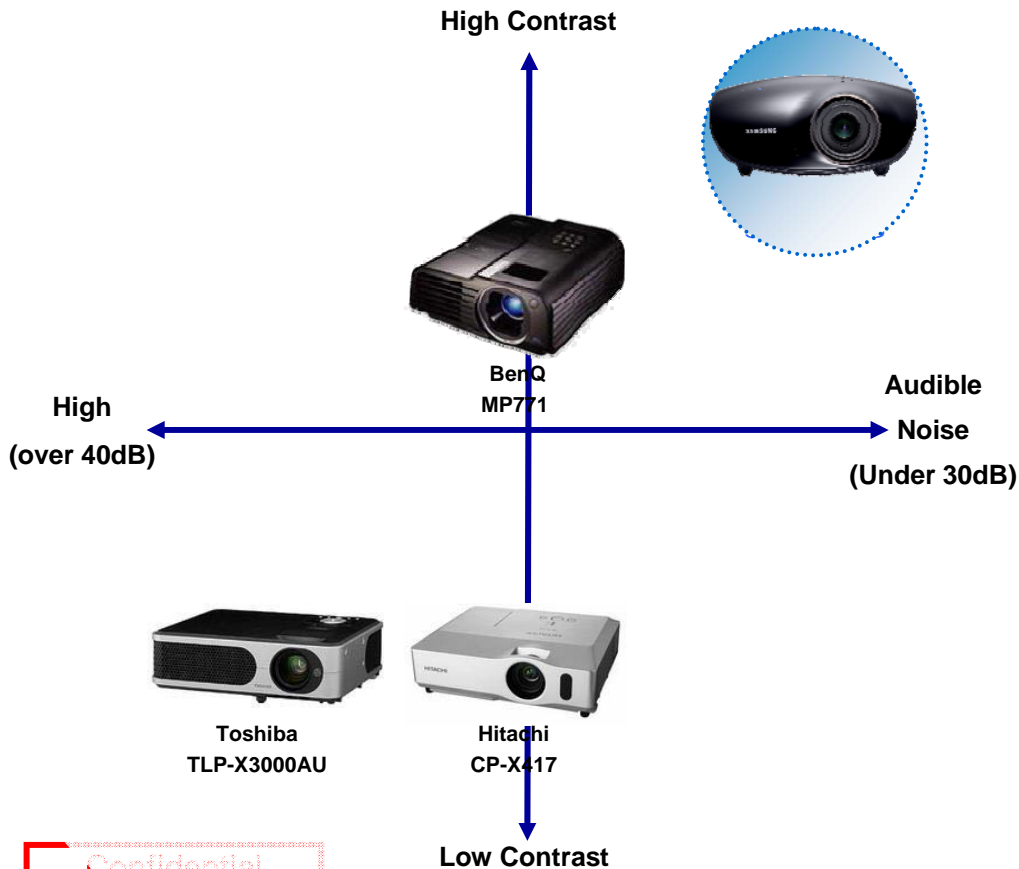
Powerful functions for presentation mode

- XGA & 3000 ANSI model will be a more popular concept in business market.

- Leadership in business solution choices & unmatched total cost of ownership

- Design gains more importance with picture quality in projector market.

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3-1. Product Positioning

Product Positioning (XGA)

● **D300 is a business projector which can work with any purposes**
  - **Best performance in Contrast among same grade projector**
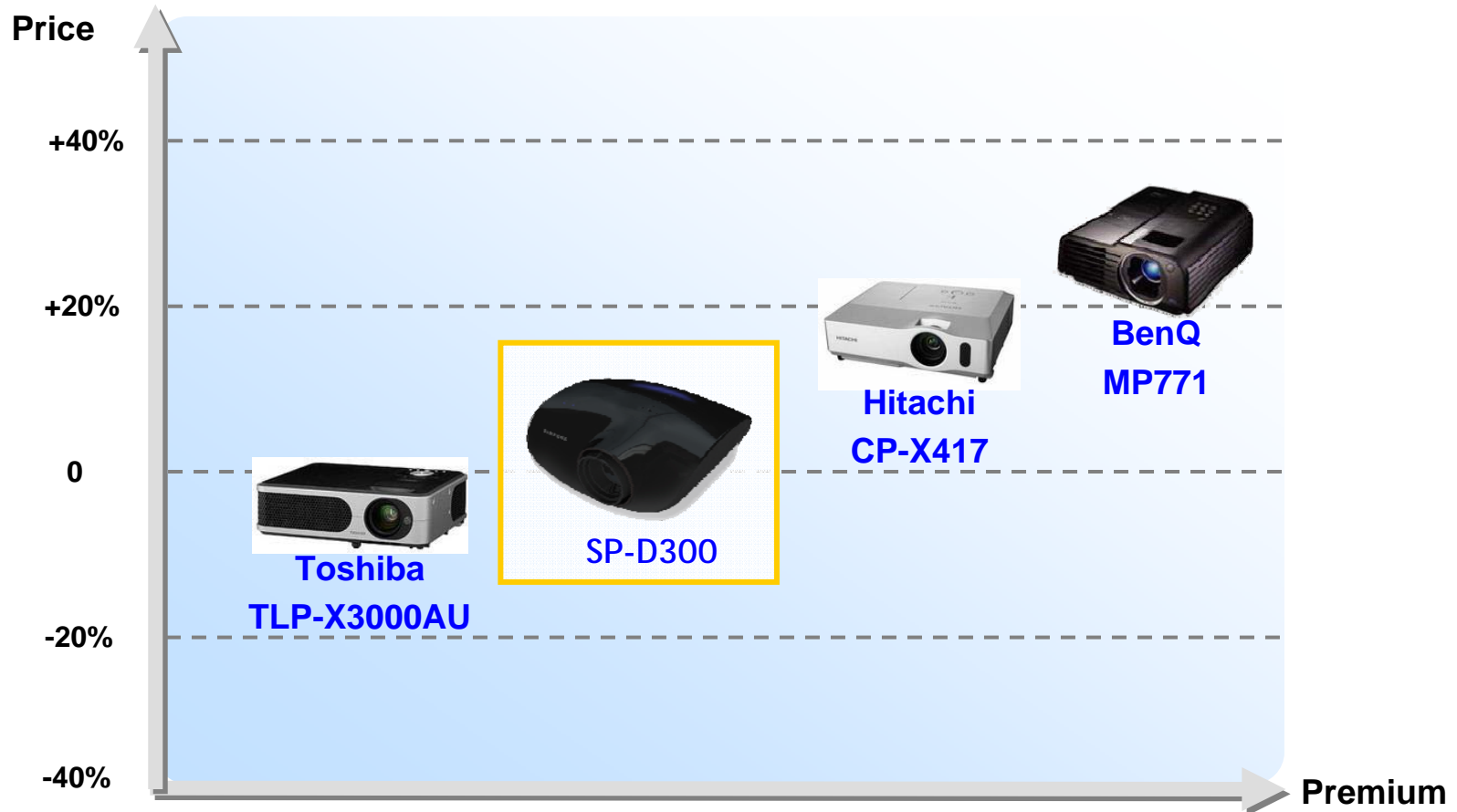 - **Best of best in Audible Noise and Contrast Ratio**

High Contrast

High (over 40dB) ← → **Audible Noise (Under 30dB)**

BenQ MP771

Toshiba TLP-X3000AU

Hitachi CP-X417

Low Contrast

Competitors' Comparison

Model Name	Specification	Market
Samsung D300B	XGA, 3000ANSI, **3000:1, 28dB**, 3.7kg	B2B
BenQ MP771	XGA, 3000ANSI, 2000:1, 34dB, 3.7kg	B2B
Toshiba TLP-X3000AU	XGA, 3000ANSI, 400:1, 36dB, 2.8 kg	B2B
Hitachi CP-X417	XGA, 3000ANSI, 400:1, 35dB, 4.0kg	B2B

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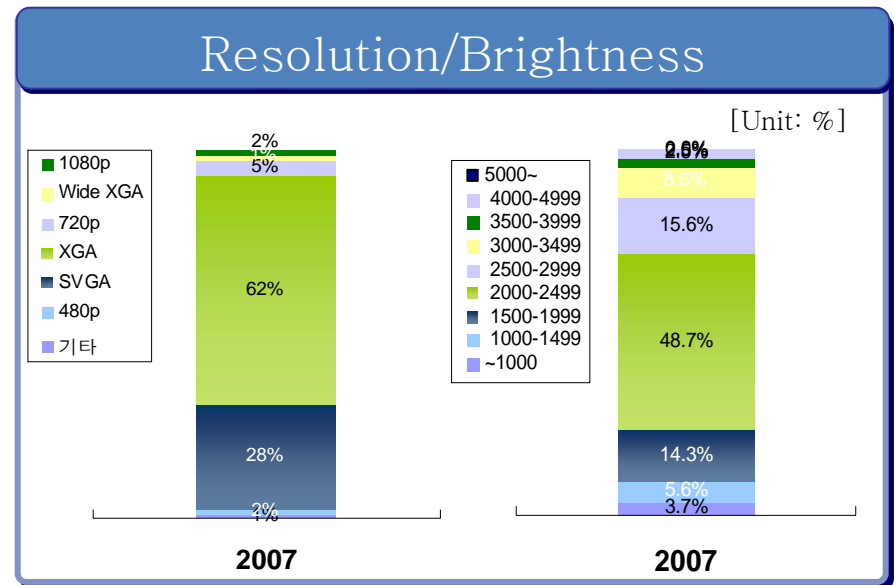# 3-2. Price Positioning

Price Positioning

Price

+40%

+20%

0

-20%
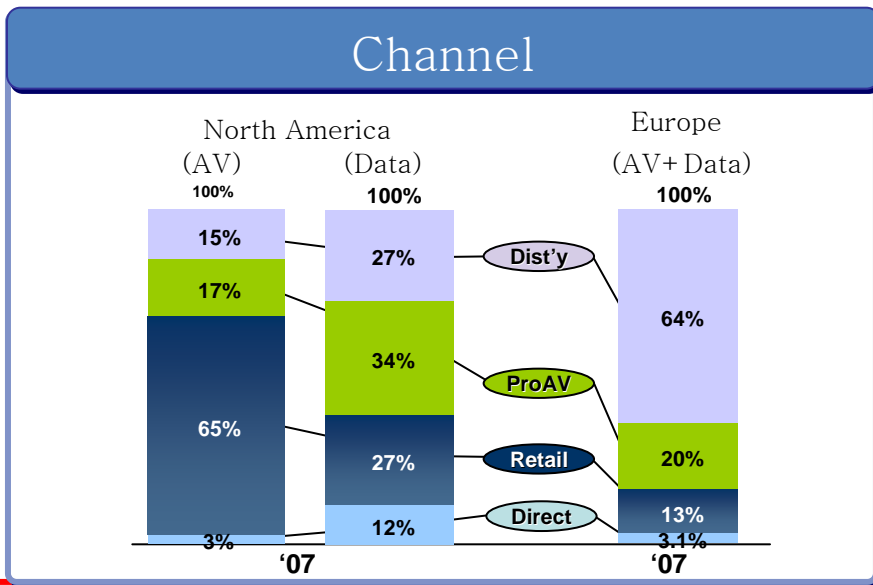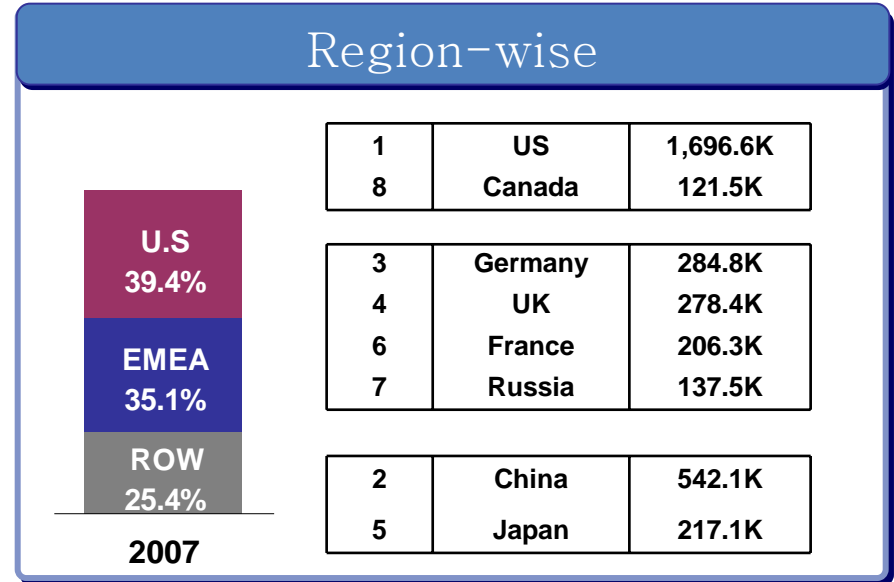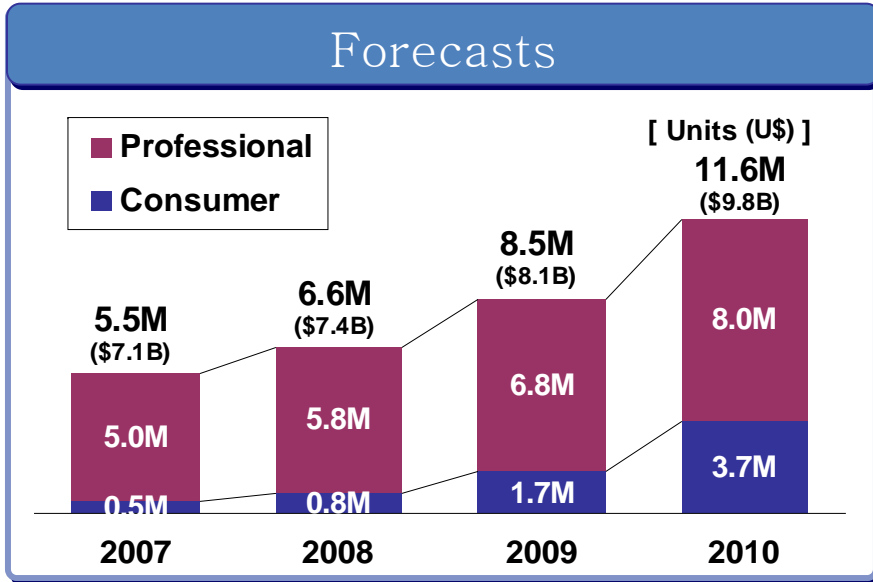
-40%

Premium

Toshiba
TLP-X3000AU

SP-D300

Hitachi
CP-X417

BenQ
MP771

❖ Put SP-D300B (Electra) on a competitive position with top brand projector of the market to optimize sales and increase market share.

4. Market Outlook

Forecasts

Professional
Consumer

[Units (U$)]

5.5M ($7.1B)	6.6M ($7.4B)	8.5M ($8.1B)	11.6M ($9.8B)
5.0M	5.8M	6.8M	8.0M
0.5M	0.8M	1.7M	3.7M
2007	2008	2009	2010

Region-wise

U.S 39.4%	EMEA 35.1%	ROW 25.4%

2007

1	US	1,696.6K
8	Canada	121.5K

3	Germany	284.8K
4	UK	278.4K
6	France	206.3K
7	Russia	137.5K

2	China	542.1K
5	Japan	217.1K

Channel

North America (AV)   (Data)   Europe (AV+ Data)

100%   100%   100%

15%	27%	Dist'y
17%		64%
	34%	ProAV
65%		20%
	27%	Retail
	12%	13%
3%		Direct
'07	'07	3.1%

Resolution/Brightness

[Unit: %]

- ■ 1080p
- ■ Wide XGA
- ■ 720p
- ■ XGA
- ■ SVGA
- ■ 480p
- ■ 기타

2%
5%
62%
28%
2%
1%

2007

- ■ 5000~
- ■ 4000-4999
- ■ 3500-3999
- ■ 3000-3499
- ■ 2500-2999
- ■ 2000-2499
- ■ 1500-1999
- ■ 1000-1499
- ■ ~1000

2.5%
8.6%
15.6%
48.7%
14.3%
5.6%
3.7%

2007

Source: PMA W/W forecast 4Q.2007 7/18

5. Comparison –XGA

D300 will be No.1 product in the market with its Contrast and Noise control

Maker	Samsung	Epson	SANYO	BenQ	NEC	Mitsubishi
Model	**SP-D300**	**EMP-1710**	**PLC-XU78**	**MP770**	**VT700J**	**LVP-XD470**
Design						
Type	DLP	LCD	LCD 0.63"	DLP	LCD 0.63"	DLP
Resolution	1024x768	1024 x 768	1024 x 768	1024 x 768	1024 x 768	1024 x 768
Brightness	**3,000**	2,700	3,000	3,200	3,000	3,000
Contrast	**3,000 : 1**	2,000 : 1	450:1	2000 : 1	500 : 1	2000 : 1
Noise	**26 dB**	40 dB	40 dB	31 dB	35 dB	39 dB
Weight	3.6kg	1.6 kg	3.1 kg	3.0 kg	3.1 kg	2.8 kg
Zoom/Focus	M/M	M/M	M/M	M/M	M/M	M/M
Input	D-sub, S-video, Component	D-sub, S-video, Component	D-Sub, S-video	DVI, S-video Component	DVI, S-video, Component	D-sub, S-video, Component
Lamp Life	3000 hours	2000 hours	2000 hours	3000 hours	2000 hours	2000 hours
Price	$1,399	$1,799	$1,095	$1,299	$1,099	$1,795

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6. Sales Points Summary

D300 is a data projector which can accommodates
any business purposes with 3,000ANSI of brightness

Brightness of 3,000 ANSI

D300

- 3,000 ANSI of monitor mode for ambient light
  will fit any business presentation purpose

Perfect fit for Business purpose

A800

- Contrast Ratio (3000:1) / Lowest Noise (28dB)

Versatile Multimedia

- These are projectors for everyday use.
- HDMI, PC-input, Composite, Component inputs

Windows Vista Certified

- Window Vista Certified with XGA native resolution

Windows Vista™

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6-1. Sales Points – Business Projector

Business Projector

Perfect Solution for Business purpose

▶ **Brightness 3,000 ANSI**

Effective presentation in ambient light

- XGA resolution & Monitor Mode (3,000 ANSI)
- Lowest Noise in business Projector (28dB)
- Window Vista Certified

6-2. Sales Points – Zero TCO

Perfect fit for Business Purpose
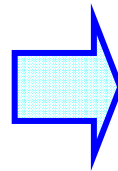
Highest contrast ratio & Lowest Noise

- Best performance for Business purpose can bring you the best solution

for presentation

→ C/R 3000:1   / Noise 28dB

C/R 400:1~1000:1

Noise 30~45dB

C/R 3000:1

Noise 28dB

Typical Business Projector

SP-D300B

6-3. Sales Points – More Value to you

Various connection

Connection availability

- D300 include numerous input terminals HDMI, Component, S-Video,
Composite, a PC input (D-sub15 pin), Monitor Out, RS-232C
(S/W upgrade and Function control)

- • D-Sub, Monitor Out, RS-232C
- • HDMI / Component
- • Composite, S-Video

7. Q & A

Product Concept

Q: What is the benefit of the "Dolphin design" and why boasts unique design?
A: SP-D300 has a *stylish and premium* design with Bordeaux soft blue lighting creating a mystical effect.
   A *new dolphin design is a quite differentiated with other traditional boxy design of other Brands*.

Design & Target

Q: The <u>Design</u> looks quite stylish and attractive, but I wonder it would fit in my home theater systems.
A: Thanks to its *glossy black surface* and smooth, round design, SP-D300 looks very luxurious.
   With its luxurious and modern design with Bordeaux soft blue lighting , SP-D300 will be an excellent choice
   for decorating your home interior and well fit for your home theater systems and also well fit for your office with lots of ideas.

Spec / Performance

Q: What is benefit of "High Contrast Ratio and Low Noise" ?
A: In the meeting and presentation with your clients, these performance can make you to concentrate on your presentation and make
   them feel comfortable. These will bring you better result from the meeting.

-Q: What is benefit various connection and easy installation of SP-D300?
A: D300 include numerous input terminals HDMI, Component, S-Video, Composite, a PC input (D-sub15 pin), Monitor Out and
   RS-232C (S/W upgrade and Function control) for user convenience. D300 also is good for easy installation with an adjustable lens
   allowing for convenient projector positioning on the vertical axis. Projector placement is also prepared for easy installation.

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8. Summarized General Spec

Width : 343.1

Height : 162.4

Depth : 347.2

(Unit: mm)

FRONT

TOP

Model		SP-D300 (Electra)
General	Power Requirement	100~240V Free Voltage
	Dimension (WxDxH)	343.1x162.4x347.2mm
Picture	Native Resolution	1024 x 768
	Brightness	3,000 ANSI Lumens
	Contrast	3,000 : 1 (Full on/off)
	Lamp Type	220W UHP
	Lamp Life Time	> 3000 Hours
	Color System	Multi (NTSC/ATSC/PAL)
	Color Temperature	5500 / 6500 / 8000 / 9300
	Picture Mode	Dynamic/Standard/Movie1/Moive2/Monitor/Game/Sports/User
Function	Input Connection	HDMI, Component , Composite, S-Video, PC (D-sub 15 pin), Monitor Out, RS-232C
	Multi Format	Full/4:3/Zoom1/Zoom2
	Zoom Lens / Focus	Manual / Manual
	Fan Noise	26dB (Movie), 30dB (Monitor)

Thank you !!

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