



PRESS RELEASE

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VIDIKRON INTRODUCES NEW FLAGSHIP PROJECTOR – THE VISION MODEL 150 LIGHTAMP™, 3-CHIP 1080p

Vidikron's newest projector completes the company's 1080p lineup, bringing its highest performance and the ultimate cinematic experience to the most luxurious home theaters.

Las Vegas, NV – CES 2007 – January 8-11 – Vidikron, the world leader in the design and manufacturing of home theater video display technologies, brings its most advanced video technologies, native 1920 x 1080 (1080p) resolution, and the world's first THX® Certified Display products*, together in truly spectacular fashion. Vidikron's new Vision™ Model 150 LightAmp™ 3-chip 1080p DLP™ projector delivers the most refined cinematic widescreen viewing experience to homes of distinction.

Vidikron's Vision Model 150 is precisely engineered to bring high performance and ultra high resolution video quality to the largest screen sizes. Vidikron incorporates its most advanced features and video technologies including a new 3-chip DLP light engine, advanced Xenon LightAmp™ illumination system featuring a 1.2 kW Xenon lamp, and Vidikron's exclusive V2™ technology to produce Vidikron's brightest 1080p picture. The Vision Model 150 has superb contrast capability, achieving the deepest black levels with exceptional detail for crisp, high-definition images.

Offering multiple aspect ratio control and Vidikron's proprietary IntelliWide™ mode, the projector presents standard video formats in widescreen viewing with minimal loss of image integrity. Vidikron offers a wide range of high precision zoom lenses with broad motorized horizontal and vertical lens shift capability for greater installation flexibility. Vidikron's Vision Model 150 achieves the highest picture quality while allowing installation professionals to reach new levels of customization to create sophisticated home cinemas.

The Vision Model 150 is furnished with Vidikron's newest, next-generation, all-digital VHD controller featuring exclusive Imagix™ video processing and advanced aspect ratio control system. Vidikron's flagship projector features ample input connections for seamless component integration, including DVI input with HDCP and Discrete IR and RS-232 control connectivity to ensure pristine video fidelity, superb scaling and brilliant color reproduction no matter the source. Always committed to reproducing

the finest picture quality, the Vision Model 150 is engineered with ISF™ calibration standards and is one of the select Vidikron 1080p models to achieve THX certification, ensuring superior visual performance.

Vidikron's award-winning CineWide™ and CineWide™ with AutoScope™ technologies are available on the Vision Model 150 for the ultimate widescreen cinematic experience. CineWide fills the entire screen for true 2.35:1 widescreen movie enjoyment while preserving every pixel of resolution and eliminating distracting black bars on the top and bottom of the screen. This exclusive CineWide technology uses an ingenious combination of software, electronics and precision anamorphic optics to properly display movies filmed in the CinemaScope™ 2.35:1 aspect ratio.

MSRP of the Vision Model 150 is \$99,995; pricing for the fixed CineWide lens option and the ultimate CineWide with AutoScope motorized anamorphic lens system vary. The Vision Model 150 is available in Classic White or optional Graphite Gray chassis and will begin shipping in late January.

For more information on Vidikron, please visit www.vidikron.com.

*THX certification is pending final testing and approval by THX, Ltd.

The highly respected Vidikron brand was established in 1980 in Milan, Italy, and was acquired by Runco International in 2002. Vidikron offers a comprehensive selection of high performance, cutting edge video products, distributed through a select network of authorized Vidikron dealers and custom installation professionals.

Imagix, IntelliWide, LightAmp and CineWide and CineWide with AutoScope are trademarks owned by Runco, LLC, licensed to Vidikron, a division of Runco International, Inc. Digital Light Processing, DLP is a trademark of Texas Instruments. ISF is a trademark of the Imaging Science Foundation.

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