



aviello®  
by projectiondesign



helios studio edition



### avielo by projectiondesign

avielo by projectiondesign home cinema projectors are designed, manufactured, and caressed in house. Our philosophy, goal and desire is to serve you with the best image quality available anywhere. Therefore, we keep it all in house, with direct control over all development and manufacturing.

Our entire team is built up of highly passionate video and film enthusiasts, all dedicated to bringing the real cinema experience closer to you. By combining passion and knowledge with state of the art technology, we believe we are closer than anyone in providing this.

Quality is our outmost concern. Selling a projector for home cinema is not just like selling any product. It is selling our dedication and lifestyle, and at the same time attending to yours.

### helios studio edition

The helios studio edition takes everything one step further. helios is already established in the market as a unique and revolutionary projector. The studio edition takes it one step further with hand selected optical components, matched lamps and each one is built to order, not mass produced. The result of this unique approach make the helios studio edition brighter with better uniformity, better contrast and an even wider colour gamut.





### DLP technology – chosen for reliability

The DLP technology from Texas Instruments® is chosen for its unmatched reliability, and its unique coupling with long lasting image quality. With a widely recognised and proven reliability record and high brightness and contrast, all whilst displaying utterly natural colours, it is the obvious choice for heavy duty applications that run continuously, or are mission critical. Independent testing has proven DLP technology to be the most reliable of all microdisplays; not degrading when subjected to UV light, inherent in all projectors. Unlike competing technologies, showing severe image quality degradation after only a few thousand hours, DLP technology remains constant over hundreds of thousands of hours.

### 3-chip DLP®

3-chip DLP technology is renowned for producing formidable on-screen images, as it uses three DMD® (Digital Micromirror Device) imagers for strongly saturated and accurate colours. With lots of brightness from the 3-chip engine's high efficiency, and many options for adjusting colour and brightness performance, the helios studio edition can be calibrated for maximum contrast and perfect colour resulting in the same image the director intended in your home for years to come.

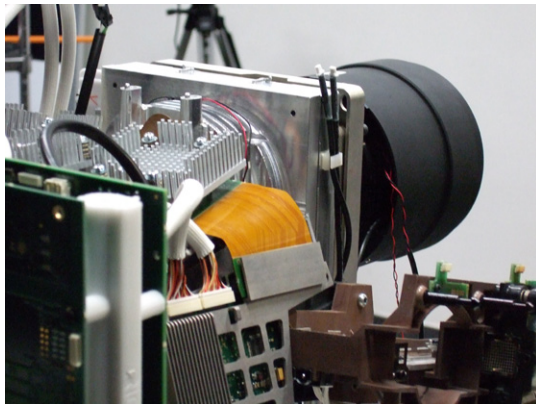
### Not your standard 3-chip projector

Optical Engine - helios studio edition is not your "standard" 3-chip projector. All competing 3-chip projectors on the market use the same standard optical engine across the board. In order to achieve maximum performance from the technology, projectiondesign has created a completely unique 3-chip design that is unlike anything else. We also use a robot to automatically align the DMD. The revolutionary design of the helios studio edition optical engine provides advanced benefits for the high end home theater customer.



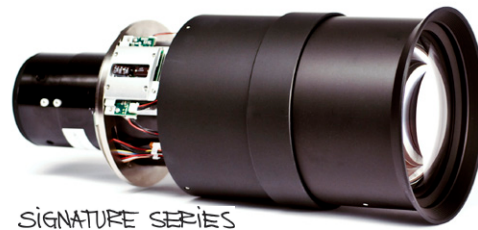
### avielo M&E series

All avielo M & E series projectors are designed, developed, rigorously tested and verified in-house in Fredrikstad, Norway. With more than 800 models and variations of projectors in regular manufacture, our research, test and verification facilities include everything from acoustical analysis labs, a full featured FCC certified EMC lab, environmental labs for lifetime and operational testing such as temperature variations and vibration resistance as well as our highly regarded optics labs where we design the superior lenses that deliver the images to the screen.



### Signature Series Lenses

The avielo series features a wide range of ultra high quality projection lenses, hand picked for their superior performance. We measure each lens and look at the lens MTF (Modulation Transfer Function) value; just the top 5% will pass the test. This guarantees the best possible image quality, colour display, and contrast, not to mention sharpness and focus. All signature lenses are engraved with the inscription "signature series" -all approved by the designer.



### Lens Memory

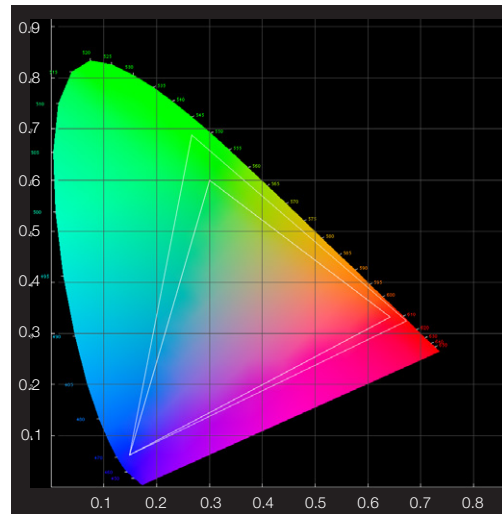
The helios studio edition features a wide range of custom designed, precision ground projection lenses for the best quality imaging, and the most secure and reliable setup. Key features include infinitely adjustable IRIS and aperture settings, and motorized zoom, focus and lens shift with memory for use in multiple settings and installations with programmed calibration and screen setups. Especially the memorized IRIS function is perfect for a motorized anamorphic lens system where you increase the screen size width by 33% and therefore need another brightness level on the screen. With the lens memory you can pre-program up to 10 different settings for various film formats.





## Advanced Color Optical Processing(ACOP)

The helios studio edition feature new and revolutionary projectiondesign optical color processing technology. By combining fixed and motorised optical filters for each colour channel, red, green, and blue, the projector can be optically calibrated with near infinite accuracy. It also means that by the flick of a switch, you can change the projected colour gamut from REC709 (High Definition programming), to comply with for instance DCI. All this without any loss of bit depth, as the compensation is purely optical, and not electronic. Unlike competing projectors, where colour calibration is based upon a simple yellow notch filter to change the green point of the picture, or simply by changing electronic values, ACOP gives vastly superior performance on all important levels. The REC 709 and DCI are color models optimized for video, Where red, green, and blue light are added together in various ways to reproduce a broad array of colors. All professional film studios use these colour standards in the making of movies. The avielo helios studio edition, by projectiondesign shows our commitment to color standards more than any other projector in the market today and can guarantee that color accuracy can be calibrated in 3 dimensions to support both Rec709 and DCI color standards to perfection



CIE chart showing REC709 and DCI colour Gamut



## RealColor™ colour calibration

Each helios studio edition projector is uniquely characterised and calibrated during manufacture. Unique optical performance values are recorded and matched to the electronic image processing to secure perfect on-site calibration. With RealColor, it is possible to match any number of projectors, and ensure they all project the same primaries and grey scale, without going through a very complicated process. Using our ProNet 2.0 software automates this process.

## What RealColor gives

RealColor provides a unique and quick way to calibrate and set up perfect images for any number of projectors. RealColor can alter imagery by changing simple characteristics such as the colour temperature of the image – perfectly along the black body curve, or very complex details such as each colour's relative saturation and x,y coordiantes. RealColor works by mathematically calculating each colour independently, in fact, it is perfect to within 0.002 along all axes of measurement.





grading in final post on feature film - Ninaithale Inikkum Image credit: Gemini Film Circuit

## Post Production

The avielo helios studio edition builds on and uses technology from the widely acclaimed projectiondesign professional projectors that are used in the movie and entertainment business markets, and directly draws on the experiences from major movie directors and cinematographers. It is what they use in the final production process of the movie blockbusters creating stunning imagery that you want to see in your own home theater.

Throughout the manufacture of each avielo helios studio edition projector, each member of the production team make extraordinarily meticulous efforts to measure each component to ensure that it attains the high standards expected of it. Even the dual lamps in each projector are matched by hand and eye – another key factor in achieving image uniformity and quality.

For the serious home-theater enthusiast, there is no more exclusive projector out there than the avielo helios studio edition

3D grading and post suite at E-Motion, Genoa Italy. David Bush operates the Pablo 4K stereoscopic suite





| Technical specifications |                                      | helios studio edition                                                                                                                                                                    |
|--------------------------|--------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| projector                |                                      | full HD 1080p home cinema DLP® projector                                                                                                                                                 |
| display                  | concept                              | three chip, 0.95" DC4 1080p DMD™ 1920 x 1080 resolution                                                                                                                                  |
|                          | Brightness                           | 12fl at 275" diagonal or 6000 lumens                                                                                                                                                     |
|                          | compatibility                        | 1080i/p, 720p, 576i/p, 480ip, PAL SECAM, NTSC digital and analogue RGB                                                                                                                   |
| optics and lamp          | "signature series" projection lenses | 1.70 – 2.55, 2.5 – 4.00, 3.90 – 6.24 : 1                                                                                                                                                 |
|                          | standard projection lenses           | 0.74:1, 1.2 – 1.70 : 1                                                                                                                                                                   |
|                          | lens offset                          | adjustable: vertical ±117%, horizontal ±84%                                                                                                                                              |
|                          | contrast                             | >10000 : 1 (native optical contrast)                                                                                                                                                     |
|                          | lamp                                 | 2x 330W FusionPlus VIDI UHP™                                                                                                                                                             |
|                          | lamp life expectancy                 | 2500 hours typical in standard power mode                                                                                                                                                |
| connectivity             | video                                | HDMI 1.3a (HDCP)<br>DVI-I (HDCP) (HDMI 1.3 compatible)<br>1x RCA (YPbPr, YCbCr) (component video)<br>1x S-Video (s-video)<br>1x RCA (composite video)<br>HDD-15 (RGBHV, RGBS, RGSB, YUV) |
| control                  |                                      | LAN (TCP/IP), RS232, USB<br>IR remote control with IR repeater input<br>AMX Device Discovery, Crestron Certified Partner                                                                 |
| general                  | power requirements                   | 12.5A or 6.5A, 100-120V or 200-240V, 50-60Hz                                                                                                                                             |
|                          | dimensions (d x w x h)               | 604 x 501 x 250 mm (excluding lens)                                                                                                                                                      |
|                          | weight                               | about 22 kg / 48.5 lbs. (excluding lens)                                                                                                                                                 |
|                          | conformances                         | CE, CSA, FCC Class B, CCC                                                                                                                                                                |
|                          | available colours                    | etruscan bronze                                                                                                                                                                          |
|                          | warranties                           | 3 years limited warranty, 90 days/500 hours on lamp. Conditions apply                                                                                                                    |



## Contact us for more details:

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