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New InFocus "Work Big" projectors launch

For businesses

by Amy-Mae Elliott published on 14 November 2007

InFocus has launched new projectors into both the meeting room and mobile sectors.

New to the "Work Big" range are three multimedia projectors: the Work Big IN35, Work Big IN35W and Work Big IN37.

All three are fitted with DLP BrilliantColor technology, developed by Texas Instruments, and offer 5 or 6 separate colours, unlike LCD projectors, which use only 3 hues and perfects the midrange clarity and brightness for an enhanced viewing experience.

The Work Big IN35W is also the first to feature a native Wide XGA display resolution with a 16:10 ratio - a move away from the traditional 4:3 ratio.

InFocus says this development came in response to the growing number of laptops and applications that use a wide screen format.

This means that the IN35W wide screen business projector makes presentations or information sharing from a laptop far easier as the image from the monitor will be projected in the same way on both projector and monitor.

"The addition of BrilliantColor technology and the wide screen resolution to our new Work Big range highlights InFocus' continued commitment to new technologies and innovative position in the B2B market", said Till Gotterbarm, Director Marketing, InFocus International.

InFocus has also announced the release of the Work Big IN15, the latest projector in its mobile range that follows the recent Work Big IN10.

The IN15 is a mobile projector that is currently the slimmest in the world with a height of 43mm. It



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offers 2500 lumens and is aimed at the business traveler who desires a high quality solution for their projection needs along with their other business tools.

"With the IN15 we are reinforcing our long term legacy of the leading provider of mobile projection", comments Till Gotterbarm.

"One of the special design features of the IN15 is the extreme zoom ratio of 2x, giving the highest level of flexibility possible to the mobile presenter."

The new InFocus Work Big meeting room range will be available through authorized dealers and resellers from late November 2007 priced at: IN35: £699 (ex VAT); IN35W: £799 (ex VAT); IN37: £799 (ex VAT). The IN15 mobile projector will be listed at £999 (ex VAT).