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## BenQ launches three home cinema projectors

"Exceptionally aggressive price points"

by Amy-Mae Elliott published on 1 August 2007

BenQ has launched three new High Definition Home Cinema Projectors in the UK.

The W10000, W9000 and W500 projectors have been released at "exceptionally aggressive price points".

The W500 (£699) is a three LCD system 720p home cinema projector that can upscale SD content into HD-quality format.

It features an iris-like lens design apparently resulting in truer black tones (contrast ratio is 5000:1) and enhanced detail, and Multi-Dimensional Diagonal Filtering technology to prevent ghosting.

Extras including Hollywood Quality Video processing and horizontal and vertical lens shift.

BenQ's W9000 is BenQ's first Full-HD 1080p projector and claims to be one of the first projectors in this league available for £2499.

Equipped with a specially coated 8 Segment colour wheel, 10-bit colour processing, Motorised Iris, low 23dB noise, and coming with ISF calibration as standard, the W9000 uses Texas Instrument's DLP Darkchip2 technology.

The W9000 gives you HD video at 24 frames per second ó the format for professional movie filming, production and editing, and used in Blu-ray disc players.

The W10000 utilises the latest DarkChip3 DLP DMD panel from Texas Instruments which BenQ says offers superior colour and contrast performance.

This full HD projector features a 10,000:1 contrast



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ratio, a specially coated 8 segment colour wheel, and 1200 ANSI lumens.

This model also features ISF calibration to ensure a perfectly calibrated picture quality, along with two optimized modes: ISF Day and Night. It will cost £4499.