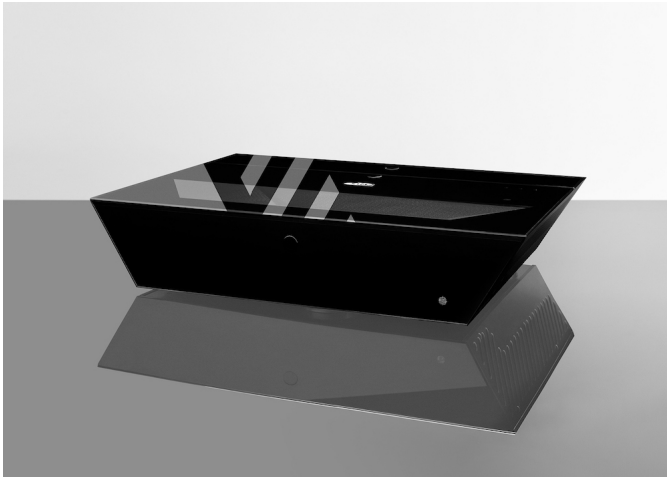


Sim2 Takes On Short Throw Projectors With xTV

Written by Marco Attard
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Italian projector maker Sim2 launches an ultra short throw projector-- the xTV, a stylish number the company says turns any wall into a pixel-perfect screen.



Housed in a distinctive crystal-glass cabinet designed by Giorgio Revoldini, the xTV uses a hybrid laser light engine with a single-chip DMD device to project images between 85- and 110-inches in size. Customers can either place it on furniture or ceiling-mount it, and the near future should see a version one can build directly into bespoke furniture.

"The concept is not to compete with a flat panel, but create a new sales opportunity," the company says. "If you have an area with high ambient light, you can use the xTV with a screen that makes the picture brighter than a TV."

Brightness clocks at 2900 lumens, fixed throw reaches 0.25:1 and the laser light engine promises a lifespan of around 20000 hours. Connectivity comes through x3 HDMI, x1 composite, x1 RS232 and x1 USB A/B ports. A 3.5mm headphone jack is also included.

The xTV is shipping now.

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