

## BenQ Adds CinePrime HT5550 4K Projector

Written by Frederick Douglas  
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BenQ announces the CinePrime HT5550-- a native 4K DLP projector aimed at dedicated home theatre and living room applications, with HDR-PRO and CinematicColor DCI-P3 technologies for 100% coverage of the DCI-P3 wide colour gamut.



The CinePrime HT5550 offers 3840 x 260 resolution projection with 8.3 million distinct pixels for each frame. It uses 4K-optimised optical system with 6 structured groups of all-glass elements for light transmission, and BenQ says the CinematicColour technology meets 100% of Rec. 706, backed by individual factory colour calibration reports ensuring Delta E=3 colour accuracy.

In addition, proprietary HDR-PRO technology brings HDR capabilities with support for both HDR10 and HLG formats. Another proprietary technology is CinemaMaster Video+, something BenQ claims brings commercial quality digital cinema to the home with motion-adaptive 4K pixel enhancements. Installer-friendly features include 1.6X zoom and 2D horizontal and vertical lens shift.

The CinePrime HT5550 hits the market on April 2019.

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