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### **SIM2's Grand Cinema™ MICO 50 Wins Prestigious EISA Award *Best Product 2010-2011***



**Pordenone, Italy – 6 September 2010** - The Grand Cinema™ MICO 50 videoprojector has received accolades worldwide for its unique design and innovative technology. Recently it has received one



of the highest honors from the European Imaging and Sound Association (EISA) who chose it as a Best Product 2010-2011. The awards ceremony was held during the Internationale Funkausstellung (IFA) Trade Show in Berlin on Friday, 3 September 2010.

EISA is the largest editorial multimedia organisation in Europe, with a membership of nearly 50 audio, video, photo and mobile electronics magazines drawn from 20 European countries. This year's award winners were selected after the deliberations of a judging panel comprising journalists and independent technical experts.

The EISA judging panel was particularly impressed with the exceptional image quality produced by the Grand Cinema™ MICO 50: As quoted from the Award Citation of the EISA Jury: *"The home theatre enthusiast will love it: the SIM2 Grand Cinema™ MICO offers amazing picture quality with near perfect colours and amazing black level due its 'Dynamic Black' feature. The single Chip DLP projector is based on a new high quality technology that uses RGB LED's with a lifetime of 30,000 hours as a light source. The usual mechanical rotating colour wheel is no longer needed inside the optical engine. LED technology delivers instant power-up and down coupled with high picture quality lasting for many years without discernable degradation. Removing the need to purchase replacement mercury-based lamps offers the MICO 50 green credentials while saving you money. A range of high quality zoom lenses brings further flexibility to this maintenance-free, high picture quality, low noise offering."*

<http://www.eisa.eu/award/16/european-video-projector-2010-2011.html>



## PRESS RELEASE

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*“This award is the latest testament to SIM2’s commitment to providing customers with high quality home theater projectors, designed to deliver exceptional performance while reducing impact on the environment.”* Says Maurizio Cini, President of SIM2 Multimedia. *“Indeed, we are delighted to have received this award. Recognition from an independent and well-respected organization such as EISA is not only an honor, but also reinforces our continuing innovation in projection technology.”*

Grand Cinema™ MICO 50 is one of the products chosen by Francis Ford Coppola for his home and studios. Legendary film director Francis Ford Coppola - a five-time Academy Award-winning film director, writer and producer, best known for his celebrated classics the Godfather trilogy and his Vietnam War epic Apocalypse Now – has endorsed SIM2 projectors after taking a personal tour of the manufacturing plant and receiving a demonstration of the processes from concept to the finish product.

To view the Grand Cinema™ MICO series in action, please visit us at the forthcoming CEDIA Expo, Atlanta (USA), 22-26 September 2010, booth 617.

### **About Grand Cinema™ MICO 50**

SIM2’s Grand Cinema™ MICO series has been created to fulfil the needs and dreams of discerning customers seeking to experience the latest light source technology and high resolution DLP chipset in an eco-friendly home theatre projector. It incorporates PureLED technology, a combination of 0.95” DarkChip4 1080p DLP® chipset from Texas Instruments, 3 individual high power Phlatlight LEDs (one for each color R, G and B), new light engine and video processing. PureLED technology allows the projector to deliver clearer, brighter and more vibrant images, a wider and more consistent color gamut, and Full-On/Full-Off contrast up to 100,000:1.

For additional information, please visit [www.sim2.com/home/en/grand-cinema-mico-en](http://www.sim2.com/home/en/grand-cinema-mico-en).

### **About SIM2 Multimedia**

Founded in 1995, SIM2 is an Italian electronics industry that designs, manufactures and supplies award winning cinema and home theater DLP®-based projectors, as well as high-performance large screen systems (for control rooms, information, communication, and simulation). In a world dominated by large multinational corporations, SIM2 is a company that, through its strong commitment to research (SIM2 invests over 20% of its human resources and over 10% of total revenues in R&D activities), innovation, know-how and focused activities has been able to establish a remarkable global reputation. The company provides the world’s finest displays for different markets and applications, each representing perfection and state-of-the-art technology. The company has a world-wide presence with sister companies in Italy, Germany, UK, China, and USA and in over 60 countries worldwide through qualified partners. For additional information, please visit [www.sim2.com](http://www.sim2.com).