



## PRESS RELEASE

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## SIM2 DELIVERS FIVE-YEAR LAMP WARRANTY

### Unprecedented warranty for C3X LUMIS Reference Models

Miramar, Florida—April 15, 2010—In 2005, SIM2 introduced the C3X, the custom home cinema industry's first compact three-chip DLP-based projection system. The C3X Series remains to this day the only reference-quality compact projector line available on the market, putting SIM2 Multimedia in league of its own. Today, SIM2 USA is pleased to deliver another first for the custom home cinema industry: a five-year lamp warranty on their award-winning Grand Cinema™ C3X LUMIS and C3X LUMIS HOST Reference models.

"SIM2 is the only manufacturer in the custom US home cinema market to offer this unprecedented guarantee," said Alberto Fabiano, VP of Marketing for SIM2 USA. "We worked hard to make this a reality for our customers as this new lamp warranty will not only set SIM2 apart from its competitors, it will set new standards for the luxury projection market. SIM2 USA now provides another compelling reason for its dealers, in addition to the endorsement of legendary film director Francis Ford Coppola, to deliver a promise to their customers that SIM2 is a brand worth investing in."

The warranty terms are very simple—no questions asked with either failure or verification of over 3,000 lamp hours used on the C3X LUMIS and C3X LUMIS HOST models. The lamp warranty will apply to the original registered owner of the projector purchased from a SIM2 USA authorized dealer. This makes the replacement process easy for both dealer and consumer. SIM2 USA dealers should contact their representative for additional details about the program. The program is retroactive for units purchased since January 1<sup>st</sup>, 2010.

Fabiano continues, "We are thrilled to be the first to offer this level of peace of mind for our customers. We just raised the bar for customer service; a luxury purchase deserves unprecedented support. The SIM2 U.S.A. 5 Year lamp warranty is a win for everyone."

**Over please**

#### About [SIM2 USA](#) Inc. and SIM2 Multimedia

Since their entrance into the US home theater market in 1999, SIM2 USA, under the guidance of its parent SIM2 Multimedia (established in 1995), has dedicated its resources to marketing and servicing products that meet the demands of the US market. SIM2 Multimedia 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.

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[www.sim2usa.com](http://www.sim2usa.com)