

Four Aces!

SANYO's QuaDrive technology takes image quality to a new level

Munich, 2 October 2008 ---- new technology sets standards in image quality: With the QuaDrive Projector PLC-XP200L, SANYO introduces a true revolution in the world of professional image reproduction. SANYO's own labs have created this system to take image, video and presentation display technology to a whole new level. Colours stand out even sharper and more realistic than ever, and the image brightness too is notably higher. The colour space is also up to 20 percent higher than 3LCD and one-chip DLP projectors. Where three LCD panels were used in the past, QuaDrive technology blazes the trail by integrating a fourth panel.

The three panels used in all LCD projectors until now regulate the three primary colours: red, green and blue. The newly integrated fourth panel, the Color Control Device (CCD), additionally controls the colour yellow, enabling the PLC-XP200L to achieve an even more realistic and life-like colour display. Because this fourth panel is installed in front of the filter that handles green, the greens appear even more true to life. The new QuaDrive introduces other impressive features to the PLC-XP200L as well: energy consumption is lower while, at the same time, light output is higher, making the projector especially efficient.

Thanks to QuaDrive technology, the previous model's already very high image brightness of 6,500 ANSI lumens is increased to 7,000 ANSI lumens in the PLC-XP200L. That makes the device the brightest single-lamp LCD projector in the world. Combined with the high contrast ratio of 2,200:1 this makes for excellent image and colour quality. As a result, the PLC-XP200L is perfect for light-intensive presentations in large conference rooms as well as digital signage or event and show installations. Durable colour reproduction introduces another added value: the projected images are even closer to human sight patterns, which gives the observer's eye a break.

Another advantage of this projector: automatic filter changing makes maintenance only necessary after 10,000 hours, which is especially convenient for permanent installations and hard-to-reach projectors. Highest flexibility and comfort is also ensured by the motorised horizontal and vertical Lens Shift Function as well as the 360° installation option.

The PLC-XP200L is now available in specialist stores for EUR 7,700 (retailer's recommended price excl. VAT).

With three years' warranty SANYO gives its customers the highest level of reliability.

About SANYO Fisher Sales (Europe) GmbH:

SANYO Fisher Sales (Europe) GmbH is founded 1977 and based in Munich, Germany. The company is a subsidiary of SANYO Electric Co. Ltd. As sales headquarters, the company coordinates today all sales and marketing activities in Europe, except Spain and UK, for the product range of projectors, LCD monitors, consumer electronics, Digital Imaging and security systems.

SANYO is one of the largest manufacturers of projectors in the world. Its products stand for innovation, excellent product quality and multifunctional use. The complete line-up ranges from home cinema, business and education projectors to professional appliances for event management and digital cinema. LCD monitors complete the comprehensive line-up.

Further information about SANYO Fisher is available at www.sanyo.de/

For additional information or pictures please contact:**Patricia Dittmar at OCTANE:**

Baierbrunner Straße 15

81379 Munich

Germany

E-Mail: patriciad@octanepr.com

Web: www.octanepr.de

Telephone: +49-(0)89-173019-14

Fax: +49-(89)-173019-99