

**Panasonic**  
ideas for life



High - Definition  
Home Cinema Projector  
**PT-AX200**

# PT-AX200 - Outline

<b>Model no.</b>	<b>PT-AX200</b>
<b>Display device</b>	<b>0.7" LCD panels (16:9 aspect ratio)</b>
<b>Resolution</b>	<b>1280 x 720 (native)</b>
<b>Brightness</b>	<b>2,000 lumens w. Light Harmonizer 2</b>
<b>Contrast</b>	<b>6000:1</b>
<b>Picture Mode</b>	<b>New Game Mode</b>
<b>Lens</b>	<b>Horizontal and vertical shift + 2x optical zoom</b>
<b>Availability</b>	<b>Sept. 2007</b>



# Home Theater Projector History

**2001**

Pioneer in Home theater Category.



**PT-AE100**  
Wide 480p  
700 lm  
500:1



**2002**



**PT-AE300**  
Wide 960\*540  
800 lm  
800:1



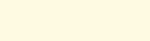
**PT-AE200**  
Wide 480p  
700 lm  
700:1



**2003**



**PT-AE500**  
Wide 720p  
850 lm  
1300:1



**2004**



**PT-AE700**  
Wide 720p  
1000 lm  
2000:1



**2005**



**PT-AE900**  
Wide 720p  
1100 lm  
5500:1



**2006**



**PT-AE1000**  
1080p  
1100 lm  
11000:1

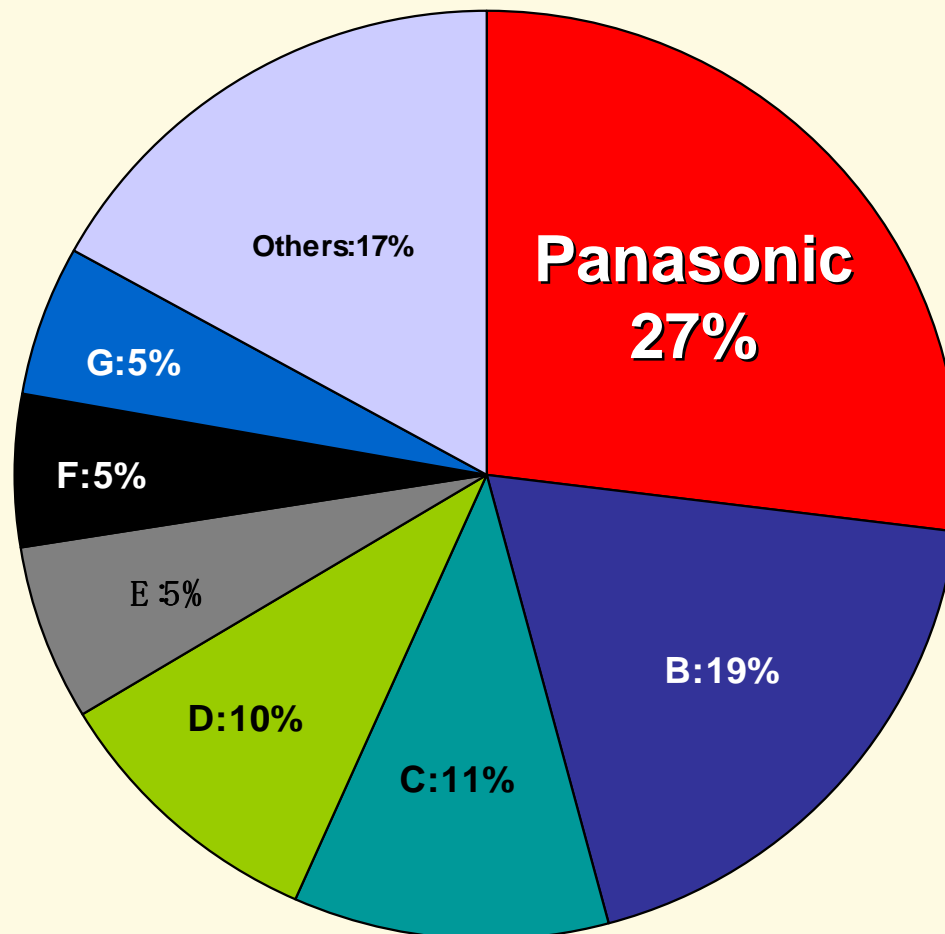


**PT-AX100**  
Wide 720p  
2000 lm  
6000:1



# Worldwide Market Share

**No. 1** Market Share in 720p Projector!  
(Unit base)



Data source : Pacific Media / FY2006

# PT-AX100 Review

## Results of Questionnaire for AX100

### **Good Mark**

1. Excellent picture quality
2. Great product
3. Excellent quality
4. Easy to use

### **Request (Respondents:261)**

1. More Connections (77/261)
  - More HDMI Input (53/77)
2. More Bright and Higher Contrast
3. Sharper Image

### **Signal Sources (Respondents:2309)**

1. DVD
2. HDTV
3. Game Console (237/2309)
4. PC

- 
- Enlargement of the application
  - Diversification of the signal sources

# NEW AX200

**Casual Theater**



***A Bigger Picture Brings Images to Life!***

# AX200 Product Concept

**Big Picture  
Entertainment in  
Normally Lit Room**



**PT-AX200**



**Casual Theater**

**Superior  
Picture Quality in  
Dark Room**

**Ease of Use**

- Flexible setup
- Simple operation

# AX200 Key Features

1

## **Big Picture Entertainment in Normally Lit Room**

+2000 Lumens    +Light Harmonizer 2    +Game Mode

2

## **Superior Picture Quality in Dark Room**

+Hollywood Picture Quality    +Advanced Dynamic Sharpness Control

3

## **Ease of Use**

+Lens Shift & 2x Zoom    +2xHDMI Input    +Simple Remote



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# Outstanding 2,000-Lumen Brightness



Panasonic specially developed an extremely powerful UHM lamp

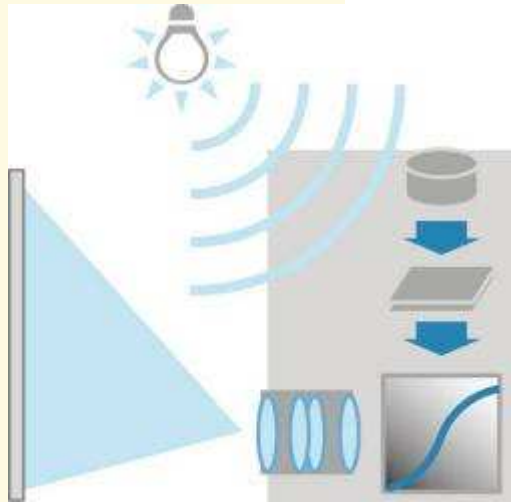


**2000-lumen brightness  
Brightest in its Class**

\*For LCD projectors with native resolution of 720p, as of August 1, 2007

# Light Harmonizer 2

New



**Ambient Light Sensor (ALS)**

**Light Harmonizer Circuit**

- Gamma Curve Correction  
(= *Light Harmonizer*)
- +  
- Iris
- Lamp Power
- Sharpness

***Light Harmonizer 2***

# Light Harmonizer 2

New

- + Best picture brightness in any ambient lighting
- + Automatically adjusts the brightness of your image



A 1,000-lumen class projector



Light Harmonizer 2

# Game Mode

New

More than 10% of AX100 users are enjoying video games

The screenshot shows a YouTube search results page for the query "Panasonic Projector Xbox". The page features the YouTube logo, navigation tabs for Videos, Categories, Channels, and Community, and a search bar. The search results are sorted by Relevance and show two video entries. The first video is titled "xbox 360 Panasonic Projector PT-AX100E CRACKDOWN 1080p" and has a duration of 01:09. The second video is titled "xbox 360 Panasonic Projector PT-AX100E CRACKDOWN 1080p" and has a duration of 00:45. Both videos are from the channel "logic032" and were added 3 months ago. To the right of the search results is a public service advertisement for the Bush Clinton Katrina Fund, encouraging donations to help rebuild lives and communities in hurricane-affected states.

## Statistical data of video game playing in USA

240 Mil units of video games were sold in 2006.

Who PLAYS Computer and Video Games?

67%

of American heads of households play computer or video games.

Source: entertainment software association

The Top Four Reasons Parents Play Video Games With Their Children:

It's Fun For The Entire Family 72%

Because They're Asked To 71%

It's A Good Opportunity To Socialize With The Child 66%

It's A Good Opportunity To Monitor Game Content 50%

# Game Mode

New

## ***For more fun & more enjoyment : Game mode***

1. Optimization of frame response for game mode
  - Improved signal processing for stress-free play
2. Expansion of detail reproducibility
  - Increased gradation in saturated areas



\*Conventional



\*Reveal detail that was lost in very dark regions

# Picture Modes

## LIVING ROOM

- Picture modes recommended for viewing in lit rooms.



### GAME

Image setting suitable for game sources such as Xbox, Nintendo and Play Station



### VIVID CINEMA

Image setting designed for clear reproduction of dynamic scenes. Suitable for action films and animated cartoons.



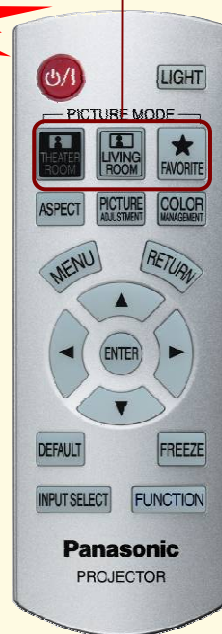
### NORMAL

General image setting suitable for variety of image sources (such as sports).



### DYNAMIC

Image setting designed for maximum brightness.



## THEATER ROOM

- Picture modes recommended for viewing in dark rooms.



### CINEMA 1

Picture mode supervised by Hollywood experts. Calm, gentle image setting for watching movies.



### CINEMA 2

Image setting emphasizing deep, rich color reproduction.. Suitable for older film classics.



### NATURAL

Image setting designed to faithfully reproduce the colors of the image sources.

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## Ease of Use

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# Hollywood Picture Quality

2003 AE500



**Birth of H.W. Concept**

**1st Generation**

- Pursue True Image
- Start collaboration w. David Bernstein

2004 AE700



**Enhanced H.W. Picture**

**2nd Generation**

- Improve expression of black
- Dynamic Iris

2005 AE900



**Expanding H.W. Picture**

**3rd Generation**

- Improve expression of white
- Start collaboration w. Cinematographers

2007 AX200



**Detail Tuned H.W. Picture**  
**5th Generation**

- Hollywood Picture Quality in variable lighting & versatile application

2006 AX100

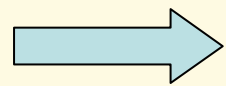


**Flexible H.W. Picture**  
**4th Generation**

- Hollywood Picture Quality in variable lighting

# Advanced Dynamic Sharpness Control **New**

- +Intelligent analyzing capability for gradual and natural sharpness – Free from ringing and other unwanted side effects
- +Dynamic adjustment according to images



Increased three dimensionality and crispness for superior high definition experience



**w/o Advanced Dynamic Sharpness Control**

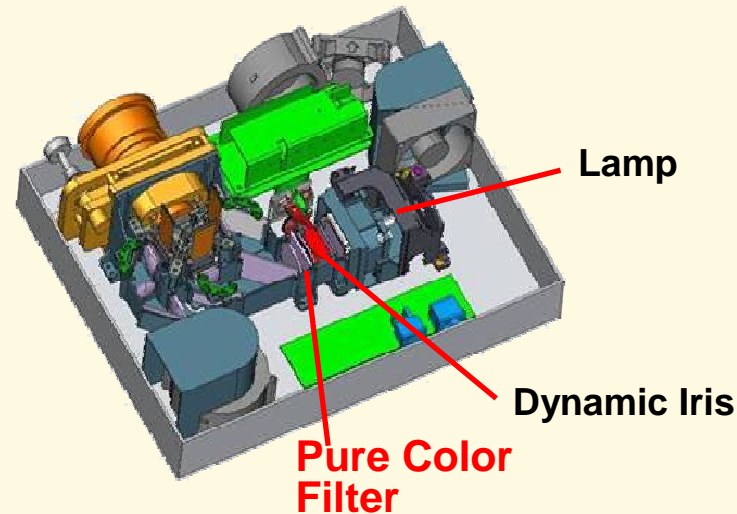


**Advanced Dynamic Sharpness Control**

# Pure Color Filter & Smooth Screen

## Pure Color Filter

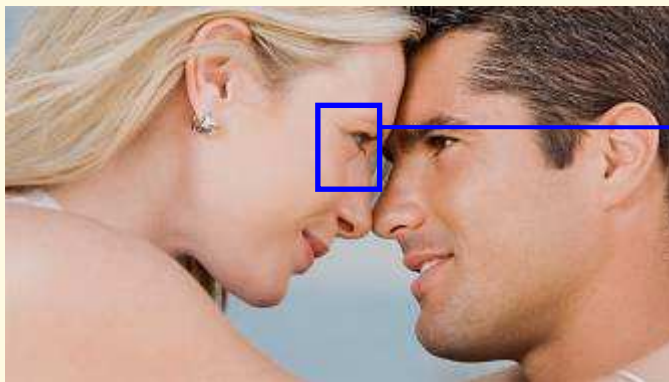
- + Rich color reproduction
- + Enhanced black (Better contrast)



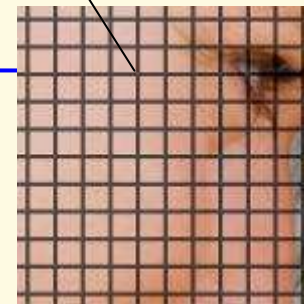
Pure Color Filter

## Smooth Screen

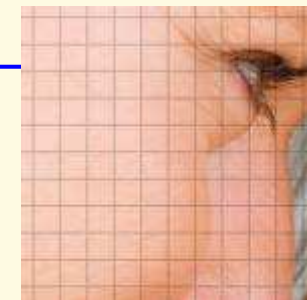
- + Smoother, more natural images
- + Improved screen detail



Screen door effect



Conventional



PT-AX200

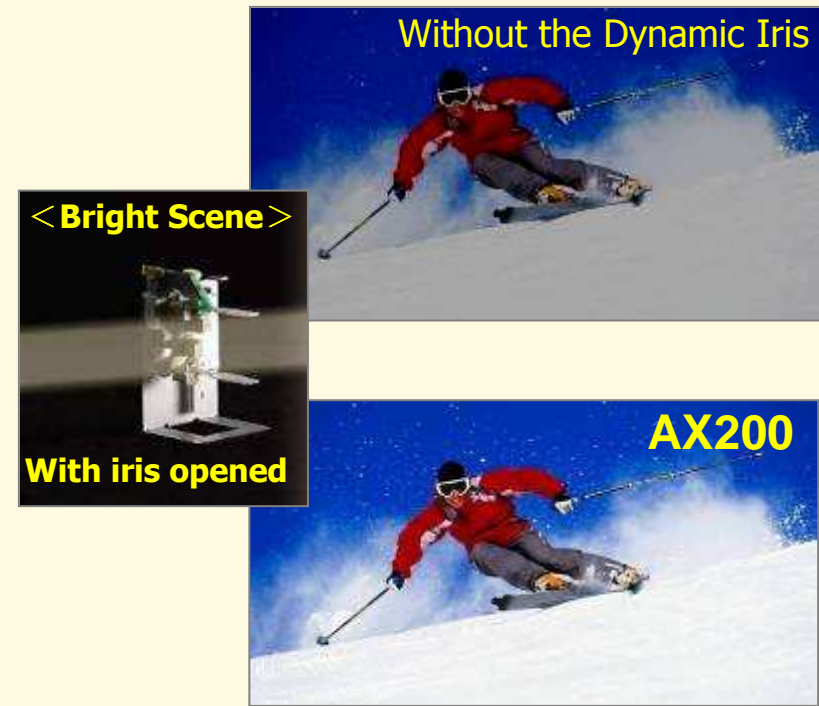
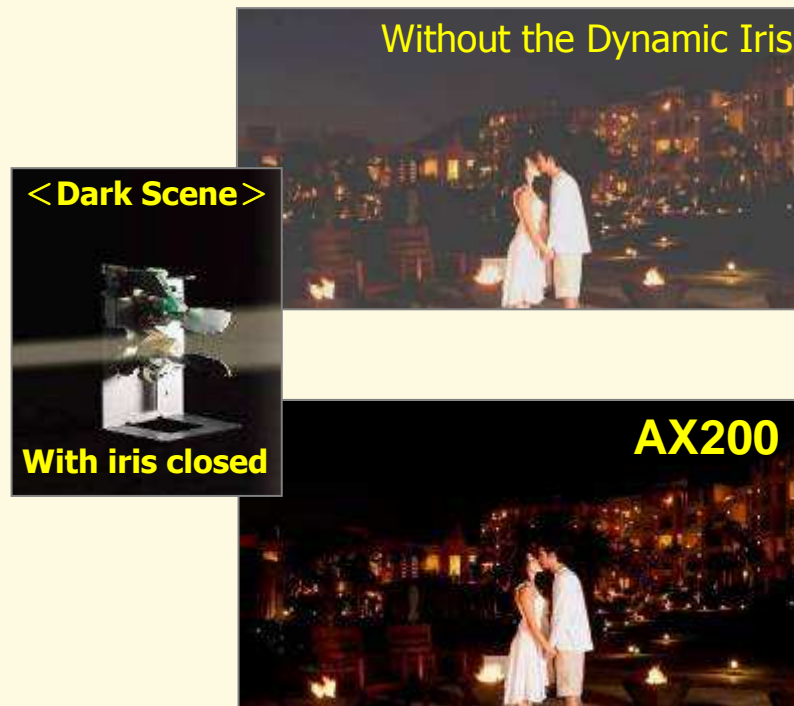
# Dynamic Iris

Panasonic  
Patent

+Panasonic dynamic iris system changes its angle automatically

**frame by frame** according to signal input

- Richer blacks and more detailed image in low light
- More detailed images in high light



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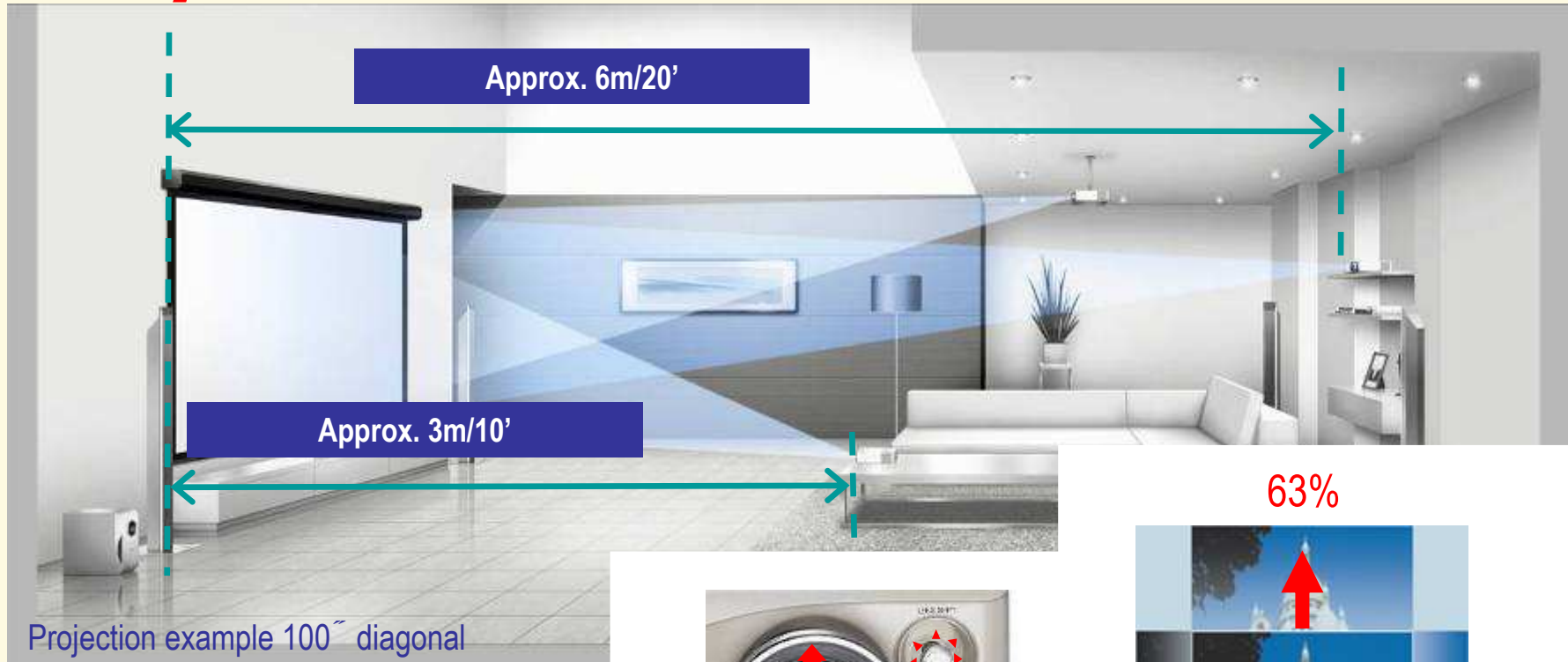
## Ease of Use

+Lens Shift & 2x Zoom    +2xHDMI Input    +Simple Remote



# 2x Optical Zoom & H/V Lens Shift

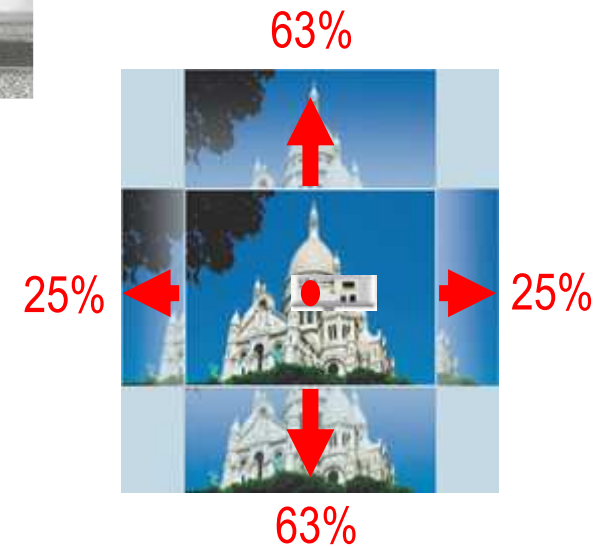
## 2x Optical Zoom



## H/V Lens Shift



Joy-stick operation



# 2 x HDMI Input Terminal

New

Increasing HDMI signal sources ...

Blu-Ray / DVD

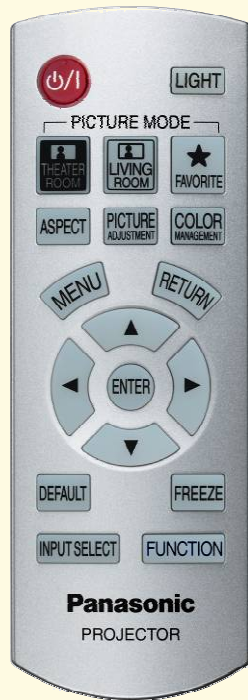


Game Console



***No need for any HDMI switcher***

# Simple Remote Control



## 1. Intuitive Control

- Easy operation for projector beginners & semi-beginners

## 2. Shows AX200 Concept

- Can be viewed in both dark room (THEATER ROOM) & lit room (LIVING ROOM)

## 3. Function Button

- Assign shortcut to frequently used function





# Specifications

Model	PT-AX2000
LCD Panel	0.7" 1,280 x 720
Brightness	2,000 lm
Contrast ratio	6,000: 1
Lens	2 x Optical zoom lens
Optical axis shift	Horizontal(+/-25%), Vertical(+/-63%)
Terminals	Video/S-Video
	Component (RCA pin)
	RGB(D-sub HD 15 pin)
	HDMI x 2
Noise level (Eco-mode)	22dB





# Thank you

