

Box and Optoma showcase natty new projectors at the Gadget Show



Technology retailer, Box, and award-winning projector manufacturer, Optoma, will be showcasing the **new ML750 and DS311** projectors on stand **W90** at the Gadget Show and will have a whole host of spectacular offers exclusive to the show.

Visitors to the event on 9-13 April at the NEC Birmingham will be among the first in the UK to see these new projectors in action.

Weighing just 380g, the new Optoma LED-powered ML750 fits easily in the palm of your hand. This ultra mobile HD Ready little projector, with WXGA resolution, has a brightness of 700 ANSI (LED) and incorporates a media player, native office viewer and built-in speaker. Projection without a laptop is straightforward using the built-in memory, a microSD card slot or USB connection. The Mobile High-Definition Link (MHL) technology provides connectivity to a laptop, PC, games console or Blu-ray™ player with HDMI to view business files, photos, videos and listen to music. Presentations can be wirelessly displayed from a PC, Mac or mobile device using the optional mini Wi-Fi dongle that connects to the ML750's USB port.

Head of Product Management Justin Halls commented. "The Optoma ML750 sets the standard for ultra portable projectors. The perceived brightness of an LED projector can be up to twice that of an equivalent lamp based projector. And the extraordinary life of LEDs will ensure the ML750 will stay clear and bright."

The light and bright DS311 is the new cost-effective mobile projector from Optoma, with SVGA resolution, a brightness of 2,800 ANSI lumens and a long lamp life. The HDMI input enables you to connect to a Blu-ray™ or DVD player, computer or games console. Its built-in speaker offers excellent audio without the need for costly external speakers. And like the ML750, it also has the optional wireless adapter.

Tom Hindle from Box said: "We will be demonstrating these natty new projectors on our stand and offering visitors some spectacular show offers for these *must-have* gadgets. We will also be running a competition during the event in partnership with Optoma to **win the new DS311.**"

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NOTES TO EDITORS

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For a full specification sheet or further information visit the Optoma website - <http://www.optoma.co.uk/>

ABOUT OPTOMA

Optoma is a world leading designer and manufacturer of projectors for business, education, professional audio/video and home entertainment, with comprehensive ranges to exceed the expectations of every user.

For more than fifteen years Optoma has been one of the few manufacturers to focus solely on projection. Systematically Optoma has contributed a product into every new development of projection and has pioneered new award-winning products on more than one occasion, targeting a spectrum of applications and environments.

Optoma's innovative products are carefully crafted to deliver crystal clear images of unrivalled quality by incorporating the latest DLP® technology from Texas Instruments, together with advanced optical engineering expertise and dedication to superb product quality.

The Optoma Group has continental headquarters in Europe, the USA and Asia; whilst Optoma Europe, based in London, covers Europe, Middle East and Africa (EMEA). Local services are delivered from regional offices in France, Germany, Norway, Spain and Benelux and sales representatives in the Czech Republic, Dubai, Italy, Poland, Russia, Romania and Saudi Arabia.