

Games Awards inspires gamers

Keen gamers will be inspired following the British Academy Games Awards, and, with the sophisticated graphics demonstrated by the winners, there has never been a better time to install a home entertainment system - according to award-winning projector specialist, Optoma.

Gamers are looking to get an even more immersive experience from their games. This can be achieved when the game fills the field of vision - one of the key benefits of using a projector over a TV.

Optoma will be attending the UK's Biggest Gaming Festival, Insomnia 51, at the Ricoh Arena, Coventry during the Easter weekend (19-21 April). It will be supporting Team Dignitas, an International e-Sports team at the event which will be gaming with Optoma's HD131Xe projector. This Full 3D 1080p projector, with powerful built in speakers, produces bright vivid colours due to its 2,500-lumen brightness.

Michael O'Dell from Team Dignitas and a BAFTA Games Jury member said: "A projector really brings a game to life. The image is big and bright and makes you feel right in the middle of the action. It is also better for 3D as this is more effective when the screen is larger. People should come down to Insomnia over Easter and see for themselves."

During the Summer of Sport, football fans can switch from the game *FIFA 14*, which collected the BAFTA for Sport, to the real big game to truly feel part of the action.

Nick Price, Optoma's Territory Manager, said: "Even a huge 50" TV can only create a window on the world, whereas the immersion and excitement created by a massive 150" projection screen makes you feel like you are part of the action. With these brilliant games out now and the Summer of Sport around the corner, a home projection system to enjoy with friends is an absolute 'must-have' for gamers and football fans alike."

Optoma has just launched a gaming website www.optoma.co.uk/projectortechnology/Gaming, which highlights its lightweight LED and 1080p gaming projectors, and those suitable for use with lights-on.

Winners of the British Academy Games Awards, which celebrates the very best in games of the past year, included *The Last Of Us* which scooped five awards including Best Game, *Grand Theft Auto V* and *Tearaway* each won three awards and *Gone Home* won Debut Game. *FIFA 14* collected the BAFTA for Sport - the fourth time the franchise has won an award. For more information on the awards and the British Academy Games Awards winners visit BAFTA's [website](http://www.bafta.org).

For full specifications, product images and brochures visit www.optoma.co.uk

Visitors to the Gadget Show at Birmingham NEC (9-13 April) will be able to see Optoma's gaming and home cinema projectors in action.

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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.