



PRESS RELEASE

For immediate release: April 2017

## Optoma EMEA celebrates 20 year anniversary

***Two decades of innovation, growth and dedication to customer needs***



Optoma EMEA, a leading international projector and audio brand, has reached an exciting milestone as the company celebrates 20 years of delivering innovative display and audio technology solutions.

"We have always prided ourselves on our ability to develop products that are future-focused. For 20 years, we've been listening to the needs of our customers and creating the solutions they're demanding." said Thierry Millet, Managing Director of Optoma EMEA. "With our core values of 'Reliability, Innovation and Customer Focus', we are taking this approach into the next 20 years, leading the charge to offer even better products and solutions."

Since it was founded, Optoma EMEA has introduced numerous pioneering products, including the revolutionary DVD all-in-one projector in 2005 (DV10) and the world's first pico projector, PK101, which won Time Magazine's product of the year in 2008. Optoma has also expanded its business into audio with the acquisition of the acclaimed Californian consumer audio company, NuForce, in 2014.

More recently, the company introduced the world's first projector to feature DARBEE Visual Presence™ technology, which is exclusive to Optoma projectors. Optoma also recently launched its first ProScene laser illumination projector range which offers exceptional reliability with DuraCore and MultiColor features for professional installations.

Optoma products have consistently improved the projection experience and needs of consumers and professionals while forging partnerships that keep Optoma at the forefront of industry trends. Optoma has worked on a number of high profile projects with world renowned brands, most recently a [showstopper daylight-visible window display in Harrods](#) for Louis XIII cognac which is live until 25 April 2017.

SY Chen, the original founder of Optoma EMEA, said: “I am so proud that Optoma has reached this milestone. The company has forged strong partnerships and grown its loyal customer base across the region to become a multi-award winning technology brand.”

Originally established in Taiwan, SY Chen opened the Optoma EMEA headquarters in the UK in 1997. The company now has regional offices throughout Europe, Middle East and Africa. The organisation has maintained its dynamic and localised strategic business structure. “This has allowed Optoma to ensure a consistent competitive advantage by meeting the needs and challenges of the local channel partners.” Chen commented.

**-Ends-**

**For more information, brochures and product images, please contact:**

Eithne Keenan: [e.keenan@optoma.co.uk](mailto:e.keenan@optoma.co.uk), Tel: +44 (0)1923 691 802

## **NOTES TO EDITORS**

**Optoma case studies:** <https://www.optomaeurope.com/case-studies>

**Optoma expert product reviews:** <https://www.optomaeurope.com/awards-reviews>

### **About Optoma**

Optoma delivers engaging visual and audio experiences for a connected world.

With our customer needs and the user experience at the centre of everything we do, Optoma’s projection products combine superior image processing technologies with exceptional engineering and innovation to deliver stunning crystal clear images with ultimate reliability. Designed for professional AV and home entertainment, these use DLP® technology, pioneered by Texas Instruments.

The Optoma NuForce audio range is designed for people that care about sound. They are built from premium quality components combining a sleek design with outstanding audio quality.

The Optoma Group has continental headquarters in Europe, the USA and Asia Pacific. Optoma Europe, based in London, covers Europe, Middle East and Africa (EMEA). Local services are delivered from multiple offices across this region. [www.optoma.com](http://www.optoma.com)