

SuperColor™ Technology: Enjoy True-to-life Colour Accuracy in Everything You Present!

<Figure.1. SuperColor™ Logo>



Colour reproduction capability is the most effective standard to use when evaluating a projector's performance. That's why we are pleased to present you with ViewSonic's new **SuperColor™ Technology**. It delivers the most consistent and accurate colours to best reproduce images from all the digital devices in your workflow – and onto the projector screen.

ViewSonic projectors with **SuperColor™ Technology** equipped with an exclusive colour wheel design and dynamic lamp control capabilities, delivers the best in superior colour reproduction and detail. It also offers better colour reproduction capabilities than conventional DLP projectors. We have boosted the quality of the images they project to match the image quality of our well-known lines of monitors, allowing them to outperform in every scenario, from home entertainment and educational settings to commercial and professional installations.

SuperColor™ Technology for meeting room projectors

ViewSonic projectors that use SuperColor™ Technology ensure excellent images with stunning colours, fitting perfectly in any meeting room and making any presentation extraordinary. With this technology, you can project reliable picture quality with true-to-life colour performance in both bright and dark environments. This is one technological advantage that you'll get to enjoy day after day, and year after year.

<Figure.2. SuperColor™ technology for meeting room projectors>



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SuperColor™ Technology for Home theater projectors

Powered by SuperColor™ Technology, ViewSonic projectors deliver amazing detail for better motion picture entertainment and fast-paced gaming experiences. This technology also provides more vivid images, and higher contrast for both dark and bright scenes. With today's high definition content, it's more important than ever to impress audiences with projected images of the highest possible quality. Projectors need to offer flexibility for a variety of scenarios, so that images will not appear muddled, soft or less detailed.

<Figure.3. SuperColor™ technology for Home theater projectors >



SuperColor™ Technology for Classroom projectors

As a leading global colour expert, ViewSonic offers picture quality excellence defined by astonishing colour performance and superbly focused text projection. It is critical to reproduce accurate colour when you deliver lifelike graphics and outstanding video in your class. That's why we have added our exclusive SuperColor™ Technology into our line of projectors for use in classroom settings.

<Figure.4. SuperColor™ technology for Classroom projectors >



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SuperColor™ Technology for large-venue projectors

Aside from having high-brightness projections for larger spaces, colour quality is also one of the most important characteristics of a good projection system. Advances in SuperColor™ technology, which is now available in the latest ViewSonic projectors, are setting the new standard in colour performance. Combined, these features provide richer colours and more vibrant, precise detail. You'll see crisp text and pictures with true-to-life colours that come through even with the window shades open and the lights on.

<Figure.5. SuperColor™ technology for large-venue projectors >



ViewSonic's **SuperColor™ Technology** is also a viewer-friendly projector feature, because it delivers greater eye comfort to everyone in your audience. Eye fatigue is something that many viewers experience, and it ranks high on the list of considerations people have when buying a projector. Thanks to the superior colour performance and image quality of ViewSonic projectors, they are the right choice for colour-conscious users anywhere – in meeting rooms, living rooms, classrooms, conference rooms and other venues.

ViewSonic projectors equipped with **SuperColor™ Technology** deliver:

- 1. Better image quality with improved colour wheel design and dynamic lamp control technology.**
 - 2. Fine-tuned colour mode for superior colour performance without sacrifice.**
 - 3. More detail and pop for darker images on the screen with a greater range of grayscale.**
 - 4. Greater image texture and differentiated colours at the brighter end of the spectrum.**
- Better image quality with improved colour wheel design and dynamic lamp control technology.**

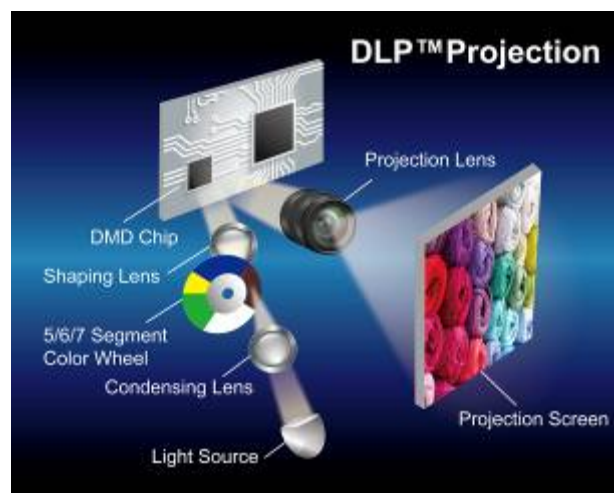
Viewsonic projectors are skillfully designed to display the widest range of colours for the most accurate colour reproduction. Our **SuperColor™ Technology** has advanced digital image processing capability, lamp dynamic control adjustment and ViewSonic's exclusive 5/6/7-segment colour wheel design to achieve excellent colour performance – making colours appear more natural and vivid.

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Projector lamp output is modulated to match each type of scene, by optimizing the use of each segment of the colour wheel to increase lamp intensity. It does this by minimizing the unallocated portions between colours, and optimizes light usage to achieve optimal brightness and colour reproduction for a wide variety of scenes.

Also providing a better viewing experience than conventional DLP projectors, we boost the image quality of our projectors so it equals that of our lines of well-known monitors. When these projectors are bundled together with 1080p HD resolution and 3D Blu-ray support, you have a projector that is all set for a more immersive audience experience!

< Figure.6. How DLP Projection works >

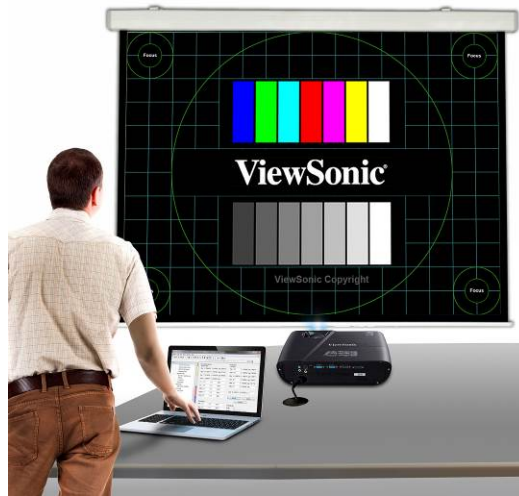


< Figure.7. SuperColor™ technology with 5-seg/6-seg/7-seg color wheel illustration >

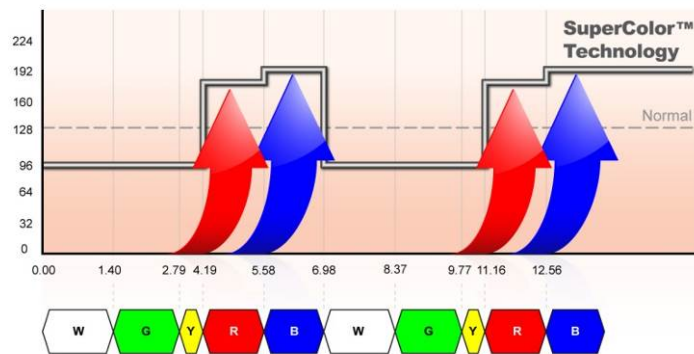


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<Figure.8. Colour calibration>



< Figure.9. Colour enhance (waveform)>

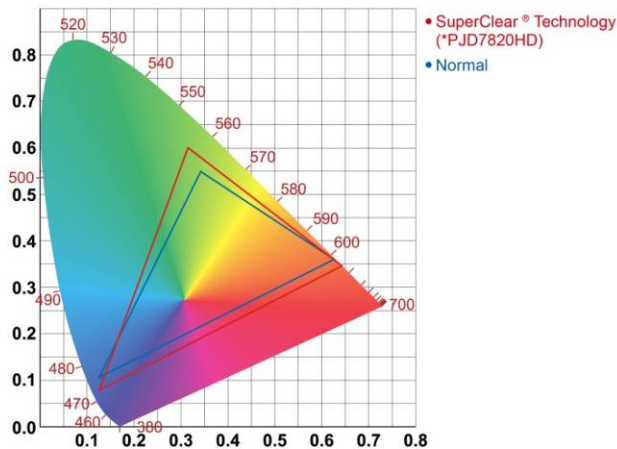


< Figure.10. Compare SuperColor™ PJ with ViewSonic LED Monitor side-by-side>



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<Figure.11. Color space chart>



- **Fine-tuned colour mode for superior colour performance without sacrifice.**

When creating a fine-tuned projection, a good contrast ratio and the correct corresponding colour gamma distribution will result in the specific brightness distribution of the image. The “gamma curve” relates different brightness levels into measurable brightness’s. In order to deliver the greatest colour performance in both darker and brighter viewing environments, ViewSonic projectors now come integrated with our ViewMatch® colour mode.

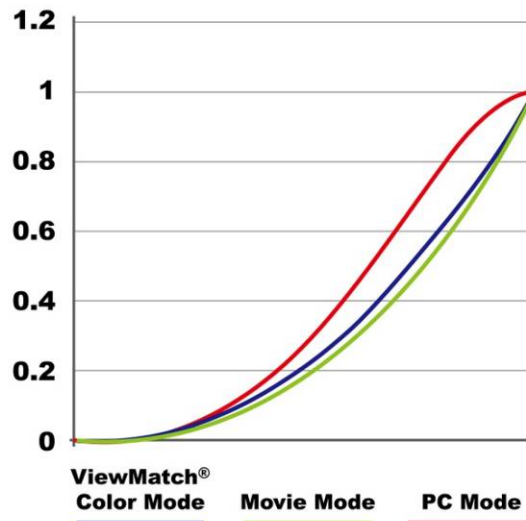
ViewMatch® colour mode offers a customized colour gamma that is optimized to fit the majority of applications without sacrificing on image quality. Usually, projectors that offer Movie or PC colour modes – for both extremely dark and extremely bright scenes – come with colour tradeoffs. But with ViewMatch® colour mode, projecting anywhere becomes possible without any colour tradeoff. Our unique ViewMatch® colour mode achieves higher image quality by reproducing a wider range of colour levels and brightnesses in order to make each colour really stand out.

< Figure.12. ViewMatch colour mode (compare to normal PJ)>



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< Figure.13. ViewMatch colour mode (colour gamma chart)>



- **More detail and pop for darker images on the screen with a greater range of grayscale.**

Now let's talk about brightness. Brightness is measured in IRE levels – “0 IRE” is black, and “100 IRE” is white. As defined by the *Institute of Radio Engineers*, the IRE unit is the scale used to measure the amplitude of a video signal. With an uneven brightness distribution, dark picture elements do not appear finely and clearly gradated because not enough colour grades are available.

That's why ViewSonic projectors use **SuperColor™ Technology** to automatically adjust images to enhance the image performance of dark scenes. More accurate grayscale leads to more differentiated shades of black that create greater texture and detail in dark images. The effect is stronger contours for images and text that makes them even more legible and realistic. Now viewers can more easily pay attention to the finer details of darker colours in movie scenes and other high-resolution images.

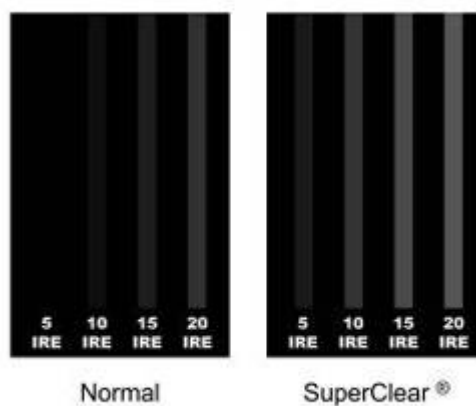
< Figure.14. SuperColor™ PJ (compare to normal PJ) – dark scene>



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For example, the four light-grey bars shown in the diagrams below should be easy to distinguish from one another due to their clear differences in brightness. The ability of a projector to accurately show these differences prevents substantial loss of detail for colours in the darker end of the scale.

< Figure.15. Better gray scale >



- **Greater image texture and differentiated colours at the brighter end of the spectrum.**

ViewSonic **SuperColor™ Technology** adjusts for overexposure in projected images so that important details are not washed out from brighter colours on the screen. Best of all, this results in more even, steadier brightnesses, meaning less fluctuations in brightness that may lead to discomfort and eye-fatigue after prolonged viewing.

For projectors today, whenever the gamma level is too high, details on brighter areas will be lost. For example, details in bright scenes become washed out of existence, and even sunlit scenes may look washed out and dull. **SuperColor™ Technology** eliminates uneven brightness distribution, preventing brighter colours from becoming washed out (and appearing as white) by providing a greater number of available colour grades.

These characteristics are not always easily visible to the eye, but they clearly have an impact on image quality. When the IRE range is too high, elements of an image displayed too brightly, leaving colours on the brighter end of the spectrum with hardly any room for differentiation. Therefore, the dynamics of the picture are lost. For example, bright clouds will show very little of their texture, leaving them to look similar to pieces of flat, coloured paper. When the brightness level is improved, highlights will appear more graduated, less stark, and more natural.

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< Figure.16. SuperColor™ PJ (compare to normal PJ) – bright scene >



These are the reasons why you should choose ViewSonic projectors' equipped with **SuperColor™ Technology**. Whether it's for video entertainment, presentations at conferences or teaching in an educational setting, our line of projectors offer you access to better quality results – leaving your audience feeling more comfortable and engaged with your presentation. Embrace the difference, share life's true colours, and leave a greater impact on your audience with an unforgettable experience with ViewSonic® SuperColor™ technology!