

MEDIA RELEASE

SHARP'S XV-Z10000

The Ultimate Projector for today's widescreen Home Theatre viewing

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Arguably the focal point of the recent US 2002 Custom Design & Installation Association (CEDIA) Expo, the Sharp **XV-Z10000** High Definition DLP Home Theatre Projector now makes its debut onto the Australian Home Theatre market.

This latest entrant from Sharp's quality Home Theatre projection stable is the flagship model and will undoubtedly leave many of its competitors in the 'dark'. As part of the company's commitment to be a 'reckoned force' in the Home Theatre industry, the **XV-Z10000** is by any standards the next generation in Home Theatre projectors. With slim and exquisite lines the XV-Z10000 is designed for today's contemporary lifestyles in a fusion of elegant design and definitive engineering.

The **XV-Z10000** is designed to realise the ultimate in Home Theatre video projection employing state-of-the-art Texas Instruments Mustang/HD2 DLP chip-set. Technology that provides the ultimate in 16:9 widescreen HDTV compatible 1080i and 720P resolution. All culminating in a native resolution of 1280 x 720 pixels that can project a 100 inch 16:9 diagonal image from a distance of 4 metres.

The **XV-Z10000** features Sharp's Original Image Processing IC technology that facilitates Progressive Scan Video and when used in Film Mode reproduces the most perfect 24Hz progressive scan format.

Designed to unobtrusively sit behind or in front of viewers, the **XV-Z10000** can be positioned close to the ceiling or floor positions. A Digital Keystone Correction adjustment provides optical correction for perfectly rectangular images without artefacts, particularly when the projector has to be placed slightly off-centre or where high ceilings are an issue.

With its sleek, compact styling, widescreen aspect ratio and whisper soft operation (-32dB), the **XV-Z10000** has been designed from the ground up for home cinema. The native screen resolution of 1280 x 720 pixels and a contrast ratio of 2600:1 make it ideal for DVD viewing with rich, saturated colours and solid contrast right down to the deepest skin tones. Exceptional contrast and black level means the ability to define extreme shades of dark and light grey, the **XV-Z10000** achieves this and is comparable to projectors 3 and 4 times its price point.

A welcome feature is a DVI terminal capable of High Definition Content Protection (HDCP) protocol which ensures compatibility with next generation High Definition set top boxes – making it the ideal video solution for today and tomorrow's higher definition formats.

In announcing the **XV-Z10000** Sharp's National Channel Manager, Simon Nicol stated, *"This projector represents the absolute top in home entertainment and we*

believe that designers, professionals, architects, Home Theatre installers will appreciate its enhanced functionality, flexible installation and ease of use”.

Supporting the high contrast technology is a switchable contrast/brightness function that allows unprecedented contrast ratios in the high contrast mode. Sharp also employ their new and improved second generation Computer and Video Integrated Composer (CV-ICII) technology providing proprietary video sector circuitry that up converts standard signals to the native HDTV 1080i and 720P resolution of the projector.

For greater colour definition and data the **XV-Z10000** features a 6-segment, 5 x colour wheel which spins to give approximately 256 shades for each of the primary colours or a total of 16.7 million possible colours can be generated. This advanced technology also eliminates the ‘rainbow effect’ that results in annoying colour flickering.

The Sharp **XV-Z10000** provides two different resolution modes all via the remote, 16:9 widescreen format with a resolution of 1280 x 720 pixels and normal 4:3 format with a resolution of 800 x 600 pixels. All culminating in high resolution pictures up to 300 inches (762cm) diagonal. A sealed light and optics system keeps smoke and dust particles from the light engine reducing maintenance costs and also distracting backlight interference.

Offering the widest range of input connections including: component x 2, S-Video x 1, Composite RCA x 1, Computer RGB exclusive x 1, RS-232 x 1, DVI/HDCP x 1

and one wired remote control. The **XV-Z10000** will accept a signal from DVD player, set top box, TV tuner, and compatible computer sources in all picture standards including PAL, NTSC and SECAM, plus computer graphics of SXGA resolution

Mr Nicol concluded, *“The XV-Z10000 is without doubt one of the finest home theatre projectors on the market. I encourage anyone considering the optimum in video projection to preview this unit”*.

The Sharp **XV-Z10000** is covered by a two-year parts and labour warranty and has an RRP of \$16,995. Optional extras include; an installation bracket with standard ceiling mount RRP \$635 and an installation bracket with high ceiling mount RRP \$1,140. For further information on the **XV-Z10000** projector call 1300 135 530 or visit the website at www.sharp.net.au.