



FOR IMMEDIATE RELEASE

See projectiondesign at CEDIA Expo, Atlanta, GA, Booth #559

avielo by projectiondesign®: superb images and energy saving innovation to star in biggest ever booth at CEDIA EXPO

Fredrikstad, Norway, July 31, 2009 – Better colours, more contrast, and a greener future will all be featured at this year's CEDIA EXPO in Atlanta, GA, thanks to avielo by projectiondesign®. The Norwegian manufacturer is set to demonstrate its investment in the custom installation industry and wow attendees with their biggest ever booth in history at CEDIA EXPO which will showcase a string of brand new product and technology innovations, each one designed to raise the bar in terms of home theater image quality.

The company will host regular technology and innovation presentations at the booth inside a giant dedicated home theater throughout the EXPO.

avielo kroma - showing for the first time

Making its US debut at CEDIA EXPO 09 is avielo kroma, the first home-theater projector to use projectiondesign's RealLED™ technology – based on solid-state LED illumination. The RealLED light source provides a wider and more consistent colour gamut, with colour rendition richer than any competing illumination technology. RealLED illumination stays consistent during its entire lifetime – typically in excess of 100,000 hours – ensuring that customers enjoy a long product life that is virtually maintenance-free.



avielo kroma

The avielo kroma also offers an incredible environmental benefit. Not only does its RealLED light source use less power than conventional projectors, it is also free from hazardous materials such as mercury.

avielo helios - the ultimate in large screen viewing

For the ultimate in big-screen image quality, projectiondesign will be showing the avielo helios – the 3-chip DLP® flagship of the avielo range, which is capable of delivering stunning colours, brightness, and contrast to screens up to 300 inches wide. Filled to the brim with technological advances such as RealColor advanced colour management and projectiondesign's own proprietary built-in Advanced Color Optical Processing technology (ACOP), which enables REC709 and P3/DCI-compliant colour space accuracy.



avielo helios

Commenting on projectiondesign's largest ever CEDIA EXPO presence, Anders Løkke, International Marketing & Communications Manager, says: "The pace of innovation is always high at projectiondesign, and we're very excited about bringing our hottest new developments to Atlanta. The avielo kroma sets new standards in colour, contrast, cost of ownership and environmental benefits, while our avielo helios is, quite simply, the ultimate home theater projector for the most discerning and enthusiast user."

"All in all, avielo by projectiondesign is a 'must see' for any CEDIA attendee wanting to know more about the future of home theater."

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About aviello • www.aviello.com

The aviello series of high performance projectors are designed and hand-built in Fredrikstad, Norway by projectiondesign. Aimed at the high-end custom installation market for use in elite lifestyle applications, aviello projectors feature the most advanced imaging technology that is consistently being utilized in the making of blockbuster movies. The series incorporates a wide range of models, from entry level to the ultimate high end in video display. Complete features for every aviello model are available at: www.aviello.com.

About projectiondesign • www.projectiondesign.com

projectiondesign is a Norwegian company that designs, manufactures and markets a range of high performance projectors for professional, business and consumer applications. Amongst its core markets are high-resolution scientific visualization and simulation, medical imaging, e-cinema and public displays. Numerous industry milestones including the introduction of the world's first single-chip SXGA DLP projector in 2002, the first commercially available 1080p DLP projector in 2006 and the first WUXGA DLP projector and the first portable and high-resolution active 3D stereoscopic projector in 2008. In 2009, projectiondesign made its first foray into LED illumination to distinguish its award-winning, innovative technology. The entire professional product range is warranted for 24/7 usage. projectiondesign is based in Fredrikstad (Norway), and has representation in Gothenburg, Singapore, Milan, Stuttgart, Bilbao, Bombay, Cape Town, London and New York.

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