

## Leading Mobile Projection

# Aiptek introduces MobileCinema i50S and i50D for iPhone and iPad, A50P for Android phones, and all purpose PocketCinema V100

**Paris, 26 June, 2012.** Aiptek today demonstrates the latest pico projectors with DLP® technology developed by Aiptek particularly for mobile devices include iPhone, iPad, Android phones, and notebook PC.

There are four new products to be released today including:

- Mobile Cinema i50S – Sleeve type DLP® pico<sup>(TM)</sup> projector for iPhone 4/4S
- Mobile Cinema i50D – Dongle type DLP® pico<sup>(TM)</sup> projector for iPad, iPhone, and iPod
- Mobile Cinema A50P – Pad type DLP® pico<sup>(TM)</sup> projector for Android phone/pad and notebook PC
- PocketCinemaV100 – All-purpose DLP® pico<sup>(TM)</sup> projector

### **Mobile Cinema i50S – Sleeve type pico projector for iPhone 4/4S**

Aiptek's brand new "MobileCinema i50S " is a perfect boost for Apple iPhone 4 and 4S - in every sense. There are excellent features that make it an ideal companion to iPhone users.

Firstly, the DLP chip used from Texas Instruments is the same as in large cinema projectors and provides rich colours and deep contrast. Secondly, the compact size incorporates the iPhone 4/4S like an extra protective cover or a second skin. Thirdly, the "MobileCinema i50S " also has brightness of 35 ANSI lumens -considerably two times brighter than comparable products in the market - and it can project media content with an image diagonal up to 150 cm (60"). By using energy- saving RGB LEDs, the projector can project for impressive 2 hours with one charge. The modern LEDs serve a life cycle up to 20,000 hours. Moreover, the built-in battery in the "MobileCinema i50S" can also be used to charge the iPhone. With a full battery, the projector can charge 80% of iPhone battery. This makes the MobileCinema i50S not only a high performance projector, but also an emergency power bank for iPhone.

Setting it up is really simple, just plug the iPhone in like a docking station and that's it. Media content on the iPhone, such as videos or photos, can be projected in high contrast (ratio 1000:1) with sharp definition and brilliant colours onto any white wall.

## **Free App - Aiptek Viewer**

Aiptek also develops a free App called "Aiptek Viewer" for projecting the Internet web pages. Since Safari does not support TV-Out and projection function, this App enables you to project all the content surfing on the Internet. If you think that's all the MobileCinema i50S and Aiptek Viewer can do, you need to try the "live" or overhead projection from the iPhone camera. You can take any subject in small and project it into a 150 cm or 60" screen as a part of your presentation to amaze your audience.

The manufacturer suggested retail price for Mobile Cinema i50S is €249. It will be available in the shops as of beginning of July.

### **Key features:**

- Slim and sleeve type pico projector for iPhone 4 and 4S
- DLP technology delivers high lumens, high contrast (1000:1), and colourful image
- Impressive 35 ANSI lumens of brightness and 640 x 480 (VGA) pixel resolution
- Projects images with diagonals up to 150 cm (60 ")
- Built-in rechargeable battery for up to 2 hour projection time or 80% battery charge for the iPhone
- Free App 'Aiptek Viewe' for Internet or live projection
- Modern energy-saving RGB LEDs with service life up to 20,000 hours

## **Mobile Cinema i50D – Dongle type pico projector for iPad, iPhone, and iPod**

Aiptek's Mobile Cinema i50D is a perfect companion for Apple iPad, iPhone, and iPod.

MobileCinema i50D uses the same technology shared by i50S and A50P – DLP technology – to deliver 35 ANSI lumens of brightness and project image size up to 150 cm (60"). The embedded rechargeable Li-Polymer battery can power up to 2 hour projection or 80% iPhone charging. What makes i50D unique is its design, which is flexible for any iPad, iPhone, and iPod without the limit of shape or dimensions, just plug and play. i50D is a high performance pico projector and also a power bank in a small and compact size form factor.

The manufacturer suggested retail price for Mobile Cinema i50D is €249. It will be available in September.

### **Key features:**

- Small and compact dongle type pico projector for any iPad, iPhone, and iPod
- DLP technology delivers high lumens, high contrast (1000:1), and colourful image
- Impressive 35 ANSI lumens of brightness and 640 x 480 (VGA) pixel resolution
- Projects images with diagonals up to 150 cm (60 ")
- Built-in rechargeable battery for up to 2 hour projection or 80 % battery charge for the iPhone
- Free App 'Aiptek Viewe' for Internet or live projection

- Compatible with iPhone 3GS / iPhone4 / iPhone 4S / iPad / iPad 2 / New iPad / iPod touch 3rd / iPod touch 4<sup>th</sup> generation
- Modern energy-saving RGB LEDs with service life up to 20,000 hours

### **Mobile Cinema A50P – Pad type pico projector for Android phone/pad and notebook PC**

Aiptek demonstrates a new concept of pico projector in a “ pad “ form factor which allows an Android smart phone to be placed on the top and connected to the projector with its embedded micro USB cable or a micro HDMI cable. The new pico projector target for Android users is called MobileCinema A50P. It works with almost all Android mobile phones supported MHL (Mobile-High Definition-Link) interface including Samsung, HTC, and LG. Unlike iPad or iPhone, no App is needed for the projection. Additionally, with HDMI interface A50P can connect to a notebook PC, and game console.

The manufacturer suggested retail price for Mobile Cinema A50P is €249. It is planned to be shipped in September.

Key features:

- Pad type pico projector for Android based smart phone, and notebook PC
- DLP technology delivers high lumens, high contrast (1000:1), and colourful image
- Impressive 35 ANSI lumens of brightness and 640 x 480 (VGA) pixel resolution
- Projects images with diagonals up to 150 cm (60 ")
- Compatible with all Mobile- High Definition- Link (MHL) enabled mobile phones
- No additional software needed – direct projection of all your media
- Modern energy-saving RGB LEDs with service life of up to 20,000 hours

### **PocketCinemaV100 – All-Purpose pico projector**

If you often need to present slideshows or other information to a large number of people, especially when you're out of the office, you need not only a laptop but also a suitable projector for mobile use. The brand new PocketCinema V100 is the perfect compact pico projector. The V100 uses a DLP chip from Texas Instruments which is also used in larger cinema projectors. It provides rich colours and deep contrast with brightness up to 100 lumens, WVGA resolution of 854 x 480 pixels and an image diagonal up to 300 cm (120”).

To ensure you are well-prepared for all events, the V100 comes with a range of connection options, including HDMI and AV inputs, USB and SD card reader and a headset output. The device can also be connected to a VGA or component connection using optional adaptors. It also supports Android and Blackberry smartphones via a USB cable which can be used either for data display or for charging the smartphone. Thanks to energy-saving RGB LEDs with a service life of up to 20,000 hours, the mobility is guaranteed by a built-in, rechargeable battery which can power projection for up to 90 minutes. The internal media player displays photos, MP3s and standard video formats up to a video resolution of 1080p. This

means the PocketCinema V100 can also be used with a home cinema system or for a spontaneous cinema evening wherever you are.

The manufacturer suggested retail price for PocketCinema V100 is €349. It is available in the shops as of July.

Key features:

- All purpose DLP pico projector for business and entertainment anywhere and anytime
- WVGA (854 x 480 Pixel) resolution with 16:9 page ratio
- Projects images and videos up to a diagonal of 300 cm (120 ")
- DLP technology delivers high lumens, high contrast (1000:1), and colourful image up to 100 lumens
- HD video playback with up to 1080p video resolution
- Support PC, laptop, game console, or Blu-ray player via HDMI
- Supports Android via USB cable for data display or to charge the smartphone
- Built-in rechargeable battery for up to 90 minutes of projection
- Modern energy-saving RGB LEDs with service life of up to 20,000 hours
- Supports SD/SDHC memory cards up to 32 GB and USB sticks

The text and photos for download can be found at  
<http://www.aiptek.eu/index.php/en/company/press/press-releases>

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About Aiptek

Aiptek International (Advanced Intelligent Personal Technologies) was founded in 1997 in Taiwan. The company produces and distributes 3D products, camcorders, pico projectors, digital photo frames, graphics tablets, and digital pen for iPad. The

AIPTEK International Inc. was founded in 1997 in Taiwan. The company develops and provides digital imaging products including 3D products, digital camcorders, pico projectors, graphics tablets, and digital pen for iPad. German and European office was opened in 1999 in Willich near Düsseldorf, from where all European sales are coordinated.

For more than one decade, AIPTEK has kept enhancing the core competence in digital imaging technology and establishing the distribution channels globally.