TI’s DLP Pico™ HD Chipset Projects the Future of High Definition Mobile Entertainment and Business Needs Today

Las Vegas – At the International Consumer Electronics Show (CES), Texas Instruments (TI) unveiled a new era for portable High Definition (HD) entertainment with the new DLP Pico™ HD chipset. Born out of years of research, the latest chip to feature award-winning DLP Pico technology showcases stunning HD (WXGA) video and images on nearly any surface, with more brightness and greater energy efficiency than ever before. The tiny HD chip is the latest introduction of the broad DLP Pico family that powers today’s most exciting and unique imaging products.

Multiple manufacturers and brands will be at CES showing products with DLP Pico technology inside. Among them are Acer, Dell, LG, Optoma, and ViewSonic, who will be showing the first products based on the new HD chipset.

Acer: “We are pleased to have the Acer brand associated with the best possible image quality for tiny projection products,” said Chris White, Senior Director, Acer America Corporation, “and are thoroughly excited about being able to achieve the brightest LED DLP Pico projection product in the market.”

LG: “It is exciting to work together with DLP and their new HD chipset,” said YE Kim, Projector Business Team Leader, LG Electronics. “With our new HW300T multimedia pocket projector with built-in TV tuner, we expect to maintain our leadership position through improvements in resolution and brightness, and a form factor that will best serve both the portable business and consumer entertainment environments.”

Optoma: “As a leading supplier of DLP-enabled products, Optoma is pleased to work with TI to create the ultimate image quality in small CE Pico products, for a state-of-the-art experience with tools for both portable entertainment, as well as personal business productivity,” said Maggie Lu, Executive Vice President, Optoma Americas.

ViewSonic: “We are excited to offer this truly unique HD product powered by the latest DLP Pico chipset,” said Jeff Volpe, Vice President and General Manager, ViewSonic Americas. “Due to its compact size (easily fits into a notebook bag) and

high brightness, we believe our PLED-W200 will be the ideal pocket projector for presenters on the go. Moreover, this product also serves as a high quality mobile entertainment product, so whether the user is viewing sporting events, TV, pictures, movies, or giving a presentation, it’s all possible with our PLED-W200 DLP Pico projector.”

The latest DLP Pico chip and its siblings can be found at the heart of a growing number of all-new product types. To experience firsthand the full breadth of new and upcoming products equipped with Texas Instruments DLP Pico technology, along with other DLP innovations, be sure to check us out at the following CES 2011 events, and visit our partners’ exhibits throughout the show floor:

• DLP Pico demo suite – January 6th – January 7th.

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