



PRESS RELEASE

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CINEMAQUATTRO 4K DLP Projector: A statement in Home Cinema Technology

Indianapolis, Indiana, USA—September 2012—SIM2 Multimedia is proud to announce at CEDIA EXPO 2012 our new CINEMAQUATTRO 4K DLP 3-Chip Home Cinema Projector. This powerful new model utilizes technology of [Christie®](#), one of today's leading display technology providers. Some of the key specifications are: three 4K (4096 x 2160) 1.38" DLP Chipsets, up to 20,000 ANSI Lumens, Triple Flash 3D Technology, SIM2 Exclusive High Contrast and Colorimetry Profiles, a user replaceable Xenon Bubble Lamp, remote monitoring and so much more.

"When SIM2 decided to embark on the 4K challenge, it was clear that we had to offer a product with performance as close as possible to a true movie theater experience," stated Maurizio Cini President and CEO of SIM2 Multimedia. *"Our collaboration with Christie assures that our Premiere Dealers will have access to the BEST 4K technology available today, and not a product that is "just" good enough because it is 4K resolution."*

"Christie is very pleased to be working with a company of SIM2's caliber," said Jeff Jaramillo, Senior Director, Product Management at Christie. *"Our companies complement each other well and the combination of technical and market experience certainly yield a high performance offering that delivers a stunning 4K option for the CEDIA community."*

The CINEMAQUATTRO 4K 3-Chip Projector is offered to select SIM2 Dealers for Home Cinema Installations and will be available in Q4 2012.

This unit represents one of the two NEW products in the HIGH BRIGHTNESS category that SIM2, the company hailed by world's most famous Movie Directors as the top performing in projection technology, is unveiling this year at CEDIA Expo. Look for information about the brand new CINEMAQUATTRO and SIRIO single-chip High Brightness Projectors at our booth #3860.

About Christie

Christie Digital Systems USA, Inc., a wholly-owned subsidiary of Ushio, Inc., Japan, (JP:6925), is a leader in visual solutions for world-class organizations, offering diverse applications for business, entertainment, and industry. A leading innovator in film projection since 1929 and a pioneer in digital projection systems since 1979, Christie® has established a global reputation as a total service provider and the world's single source manufacturer of a variety of display technologies and solutions. With the acquisition of Vista Controls Systems, Corp., Christie offers the most complete and advanced solutions for cinema, live venues, control rooms, business presentations, training facilities, 3D and Virtual Reality, simulation and education as well as industrial and government environments. For more information, visit www.christiedigital.com.

About [SIM2 USA](http://www.sim2usa.com) Inc. and SIM2 Multimedia

Since their entrance into the US home theater market in 1999, SIM2 USA, under the guidance of its parent SIM2 Multimedia (established in 1995), has dedicated its resources to marketing and servicing products that meet the demands of the US market. SIM2 Multimedia is a worldwide leading manufacturer of home theater products and leading provider of high-end performance large screen systems (for control rooms, information, communication, and simulation) and professional projection systems for E-cinema applications. Over the years, SIM2 has gained a reputation for meeting the industry's demands for new, emerging technologies, offering high-quality and reliable products that meet the customer's need in any application. Products are designed and manufactured in Italy. The marketing policies of the company are world-oriented, with a direct presence in Italy (headquarters), the USA, UK, China, Germany (sister companies), and in over 60 countries worldwide through partnerships with qualified distributors.

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