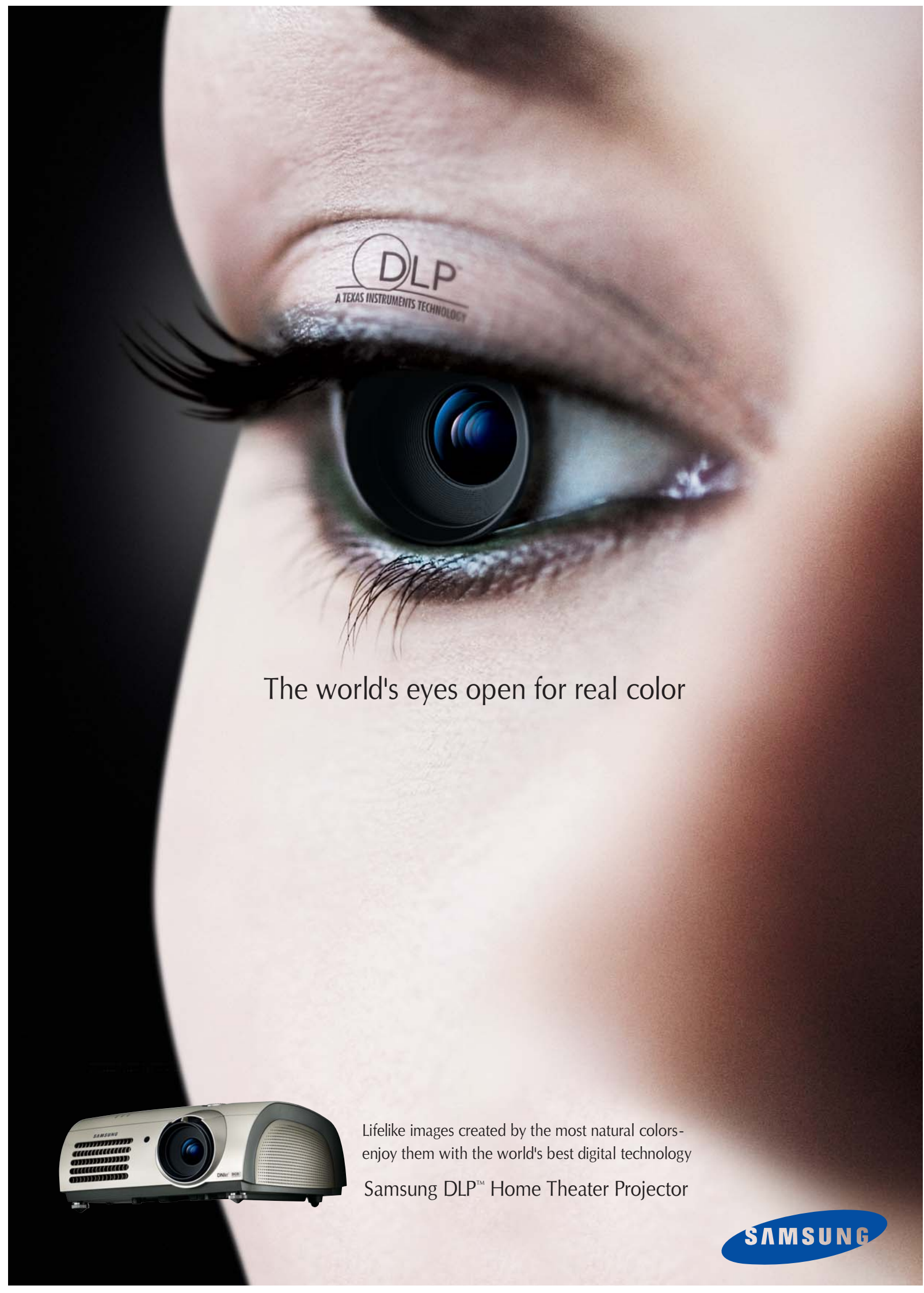




July, 2005

<http://www.samsungelectronics.com>



DLP
A TEXAS INSTRUMENTS TECHNOLOGY

The world's eyes open for real color



Lifelike images created by the most natural colors-
enjoy them with the world's best digital technology

Samsung DLP™ Home Theater Projector



Get More Out of Life

Everyone wants to have the best and experience exceptional quality.

Now, Samsung's advanced technology and superior images can transform any home into an entertainment center that was once the exclusive domain of engineers.

Welcome to the ultimate experience, where spontaneity and natural inspiration reign supreme.

SP-H800BE

DNie™

DCDi
by FAROUJIA





SP-H710AE

After manufacturers began incorporating digital projectors in their home theater systems, the focus has been on achieving brighter, more lifelike visual images than ever. However, images and colors became distorted in the race for image brightness.

Samsung Electronics, with 30 years' of experience in TV and display manufacturing has teamed up with Joe Kane, a worldwide authority on visual imaging equipment development, consulting, and calibration to create the first DLP™ projector that can display the same natural colors and true-to-life images provided by a CRT.

Equipped with HD2+ DMD™, the latest DLP™ panel of Texas Instruments, SP-H800BE and SP-H710AE realize a resolution of 1280x720.

Both new models use 5 X color wheel and 250W lamp which minimizes rainbow effect, and provides the optimal digital projector lineup from high-end users to average users.

This unique model simultaneously reproduces deep black tones and accurately represents primary colors while operation is whisper quiet.

The Samsung DLP™ projector is a benchmark home theater projector that reproduces film mode images in the home the way they are seen in the movie theater, bringing the subtle aspects of theater into our homes as the filmmakers originally intended.



SP-H800BE



SP-H710AE



People from all walks of life !

Like the shining movie star, like the artist with passion burning in his soul, I want to experience inspiration in my own space and my own way.

The Samsung DLP™ home theater projector speaks my kind of language.



SP-H710AE





Precise Color Reproduction

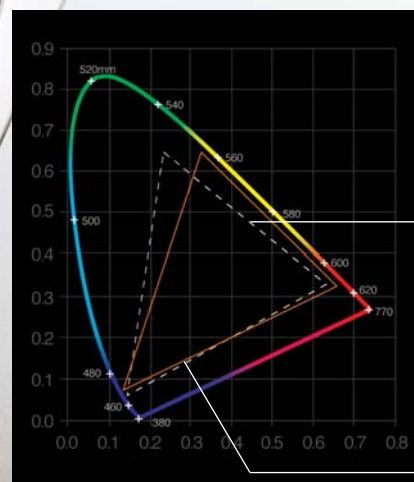
Samsung is the first projector maker to select color coordination values that are accurately consistent to the specific broadcasting format, guaranteeing accurate color projection. Users can freely select the color coordination for the broadcasting format of their specific region-NTSC, PAL-SECAM, or ATSC.

No other projector has previously had the color coordination value accurately consistent to the specific broadcasting format. Thus, they suffered color distortion due to their inability to overcome the color coordination value limits with their finite color control menus.

Samsung DLP Home Theater Projector accurately reproduces the colorimetry in which the program material was originally produced.

> Joe Kane

Mr. Joe Kane is a household name for AV fans because of his book about video tuning including the first-ever video tuning disk 'Video Standard'. Thanks to this partnership with Joe Kane, Samsung has brought projector quality to a new level of natural and premium images.

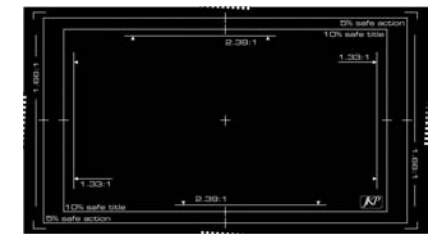
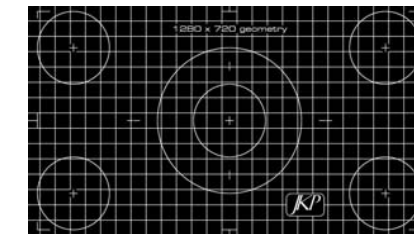


— NTSC standard
 - - - Incorrect colorimetry



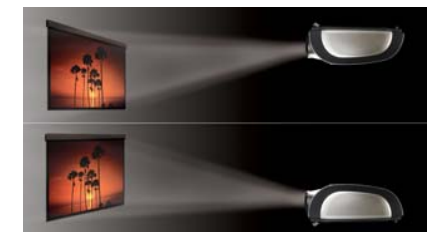
Easy to Set Up

> **Setup Pattern** : Diverse patterns for installation and control are built-in.



> **Lens Shift** : The vertical location of the image on the screen can be optimized.

Install Position Shift : Whether the projector is on the floor or on the ceiling, the images are properly displayed.



> User Settings

Each projector can store 3 user settings. When several input devices are linked to a single projector, it provides the correct settings for each one.



Easy to Use

> Ample Input Terminals

DVI-D(HDCP), Component 1, Component 2, S-Video, Composite, PC input



Light

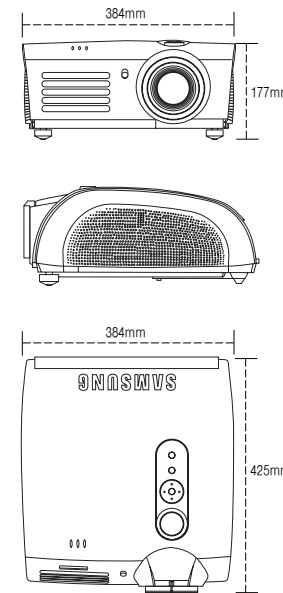
>> Remote Control with Backlight

The hot-key on the remote control unit can be used for easy installation, operation and screen adjustments.



> Low Fan Noise

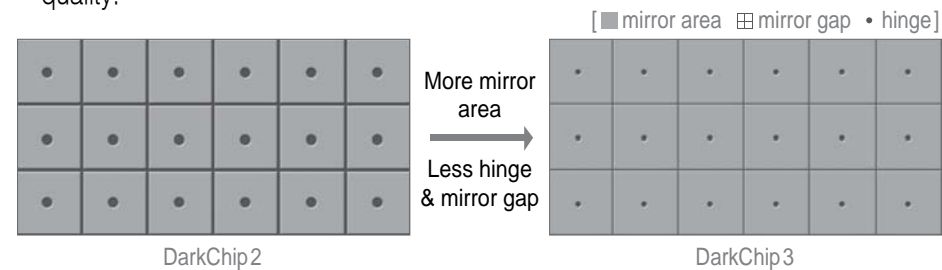
The theater mode operates at just 28dB (measured distance of 1m), enabling users to focus on the finest details without missing a whisper in the quietest scenes.



Special Features of SP-H800BE

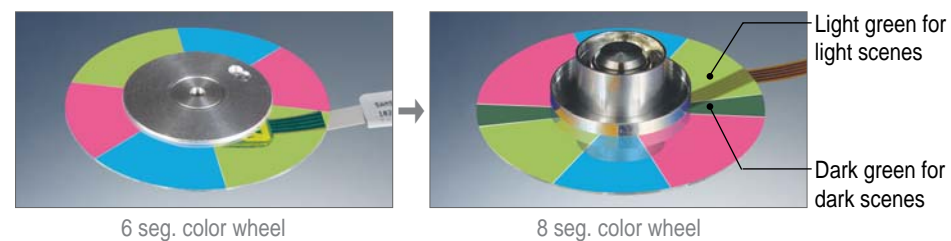
> DLP™ DarkChip3

With improvements in the DMD chip, the mirror gap and hinge hole which limit brightness and contrast are reduced creating enhanced picture quality. H800BE is equipped with Texas Instruments' newest DarkChip™3 DMD to realize premium quality.



> 8-Segment Color Wheel

The 8-segment color wheel consists of Red, Green, Blue and Dark green, and is rotated at 2.5x speed to realize a 5x speed. Rainbow effect is almost completely removed, and noise in lower gray scale is greatly reduced.



Specifications



Model		SP-H710AE	SP-H800BE
General	Power Requirement	110~240V Free Voltage(50/60Hz)	
	Power Consumption	350W(Max)	
	Size(WxDxH) / Weight	384x425x177mm / 9.0 Kg	
Display	Display	DLP™ HD2+, DC2	DLP™ HD2+, DC3
	Color Wheel	6 Segment	8 Segment
	Resolution	1280x720(16:9)	1280x720(16:9)
	Brightness, C/R(Bright Mode)	700 Ansi, 2500:1	800 Ansi, 3400:1
	Brightness, C/R(Theater Mode)	550 Ansi, 2800:1	650 Ansi, 3800:1
Lamp	250W UHP		
Lamp Life	2000 Hours		
Picture	Color Standard	Multi(NTSC/ATSC/PAL)	
	Color Temperature Adjust	5500 / 6500 / 8000 / 9300	
	Picture Mode	Standard, Dynamic, Movie1, Movie2, User1/2/3, Custom	
Function	Input Source	DVI-D(HDCP), Component(2), Composite, S-Video, PC	
	Picture Size	Full / 4:3 / Panorama / Zoom1 / Zoom2	
	Zoom / Focus	Manual(x1.3) / Manual	
	Lens Shift	Vertical	
	Keystone	Vertical	
	Fan Noise	28dB(Theater Mode) / 32dB(Bright Mode)	

Screen Size and Projection Distance

Screen Size			Projection Distance (SP-H710AE / SP-H800BE)			
Diagonal	Width		Minimum		Maximum	
inch	cm	inch	m	feet	m	feet
40	89	34.9	1.4	4.5	1.8	6.0
50	111	43.6	1.7	5.7	2.3	7.5
60	133	52.3	2.1	6.8	2.7	9.0
70	156	61.0	2.4	7.9	3.2	10.4
80	178	69.7	2.8	9.1	3.6	11.9
90	200	78.7	3.1	10.2	4.1	13.4
100	222	87.4	3.5	11.3	4.5	14.9
110	244	96.2	3.8	12.5	5.0	16.4
120	267	104.9	4.1	13.6	5.5	17.9
110	244	96.2	3.8	12.5	5.0	16.4
120	267	104.9	4.1	13.6	5.5	17.9
130	289	113.7	4.5	14.7	5.9	19.4
140	311	122.4	4.8	15.9	6.4	20.9
150	333	131.2	5.2	17.0	6.8	22.4
180	400	157.4	6.2	20.4	8.2	26.9
200	444	174.9	6.9	22.7	9.1	29.8
250	555	218.6	8.6	28.3	11.4	37.3
300	666	262.3	10.5	34.0	13.6	44.8