



Q&A

What are the top five features and benefits of the Proxima UltraLight® X350?

- 1100 ANSI lumens and XGA resolution make the X350 ideal for use in any environment.
- Offers the utmost in portability, plus premium features in a microportable 3.5 lb. package.
- Whisper-quiet operation at less than 32 dB.
- Smart electronics—with its auto room light sensing, thermal adaptive cooling and auto image optimization it's a breeze to set up.
- Modular design supports future upgrades and the video module offers the flexibility to connect to a video source or to remove the module when displaying computer images only.

What advantages does the Proxima UltraLight X350 have over the competition?

- At 1100 ANSI lumens, it's one of the brightest projectors in its class.
- Quietest 3 lb. model with operation noise level at less than 32 dB.
- Smart electronics—with its auto room light sensing, thermal adaptive cooling and auto image optimization it's a breeze to set up.
- Modular design makes it the only upgradeable solution.
- Fully digital features allow for ease of use and DVI/I supports the highest level of connectivity.

How do I sell the Proxima UltraLight X350 against the Plus U3-1080, Epson 710c, NEC LT150?

Against the Plus U3-1080:

- Featuring 300 more ANSI lumens, the X350 offers a brighter image than the Plus U3-1080.
- The X350 operates much more quietly than the Plus U3-1080 minimizing distractions and maximizing audience interaction.
- The X350 features a zoom lens for flexible positioning anywhere in the room.
- The X350 has smart electronics such as auto room light, thermal adaptive cooling and auto sensing electronics making it a breeze to set up.

Against the Epson 710c:

- The X350 uses DLP™ technology from Texas Instruments for photo realistic images and film-like video.
- The X350 is smaller and 2.3 pounds lighter than the Epson 710c, making it a better ultraportable solution.
- The X350 is brighter and has a higher contrast ratio for crisper images than the Epson 710c.
- The X350 operates much more quietly than the Epson 710c.
- The X350 has smart electronics such as auto room light sensing, thermal adaptive cooling and auto image optimization making it a breeze to set up.

Against the NEC LT150:

- The X350 is brighter than the NEC LT150.
- The X350 has smart electronics such as auto room light sensing, thermal adaptive cooling and auto image optimization making it a breeze to set up.
- The X350 has a longer lamp life than the NEC LT150 for increased reliability
- The X350 features a zoom lens for flexible positioning anywhere in the room.
- The X350 operates much more quietly than the NEC LT150.



● ● ● **ULTRALIGHT X350**

bright, light and smart



KEY FEATURES

- **Whisper-quiet** — operates at less than 32 dB
- **Unprecedented brightness** — at 1100 ANSI lumens and 3.5 pounds, it's one of the brightest projectors in its class
- **Smart electronics** — gives you auto source selection, auto image optimization, auto room light sensing, thermal adaptive cooling and application specific settings
- **Projector Manager software** — allows source switching, power and screen saver management
- **Flexible design** — modular design supports future upgrades and detachable video component optimizes portability
- **Exceptional connectivity** — Digital Visual Interface (DVI/I) allows pure digital connectivity for emerging standards, while also supporting current PCs through VGA
- **Crisp, sharp images** — Digital Light Processing™ technology from Texas Instruments lets you display your most detailed images with clarity
- **Free replacement** — comes with 90-day lamp warranty and two years of free ProXchange™ service

Reasons to Buy the X350

vs. Plus U3-1080	vs. Epson 710c	vs. NEC LT150
<ul style="list-style-type: none"> • X350 is brighter than the U3-1080 • X350 is quieter than the U3-1080 • X350 has a zoom lens; the U3-1080 has a fixed lens • X350 has more inputs than U3-1080, including DVI/I and USB mouse control • X350 has smart electronics such as auto image optimization, auto room light sensing and thermal adaptive cooling • X350 has Projector Manager Software which enables you to adjust the projector from your PC 	<ul style="list-style-type: none"> • X350 is over 65% lighter than the 710c • X350 is brighter than the 710c and offers a higher contrast ratio • X350 is quieter than the 710c • X350 includes DVI/I and USB mouse control • X350 features DLP technology for crisp, sharp images • X350 has smart electronics such as auto image optimization, auto room light sensing and thermal adaptive cooling • X350 has Projector Manager Software which enables you to adjust the projector from your PC 	<ul style="list-style-type: none"> • At less 32 dB, the X350 is quieter than the LT150 • Brighter at 1100 vs. 800 lumens • Lamp life 2000 vs. 1000 hours for lower cost of ownership • X350 has Projector Manager Software which enables you to adjust the projector from your PC • X350 has smart electronics such as auto image optimization, auto room light sensing and thermal adaptive cooling

	Proxima UltraLight X350	Plus U3-1080	Epson 710c	NEC LT150
TECHNOLOGY	Single-chip DLP	Single-chip DLP	Polysilicon TFT	Single-chip DLP
NATIVE RESOLUTION	XGA (1024 x 768)	XGA (1024 x 768)	XGA (1024 x 768)	XGA (1024 x 768)
SUPPORTED RESOLUTIONS	VGA, SVGA, XGA, SXGA	VGA, SVGA, XGA, SXGA	VGA, SVGA, XGA, SXGA, UXGA	VGA, SVGA, XGA, SXGA, UXGA
BRIGHTNESS	1100 ANSI lumens	800 ANSI lumens	1000 ANSI lumens	800 ANSI lumens
LENS	Zoom	Fixed	Zoom	Fixed
INPUT SOURCES	Computer -DVI, Computer -VGA, Composite Video, S-Video, USB	Computer -VGA, Composite Video, S-Video	Computer -VGA, Composite Video, S-Video	Computer -VGA, Video, S-Video audio, PC Control
DIMENSIONS (H X W X L)	2.36 in. x 7.12 in. x 8.42 in. (6.0 cm x 18.1 cm x 21.4 cm)	1.9 in. x 9 in. x 7 in. (4.8 cm x 22.9 cm x 17.8 cm)	3.5 in. x 8.4 in. x 10.5 in. (8.9 cm x 21.3 cm x 26.7 cm)	2.1 in. x 9.4 in. x 7.7 in. (5.3 cm x 23.9 cm x 19.6 cm)
WEIGHT	3.5 lbs. (1.5 kg)	2.9 lbs. (1.3 kg)	5.8 lbs. (2.6 kg)	3.3 lbs. (1.48 kg)
AUDIO	1 watt speaker	.5 watt speaker	1 watt mono	.5 watt mono
VIDEO COMPATABILITY	PAL BGHI, N, combination N, M, NTSC M, N, 4.43, Japan, SECAM, MESECAM	PAL M, N, NTSC, 4.43, SECAM	NTSC, NTSC 4.43, NTSC 5.0, PAL, PAL-M, PAL-N, PAL-60, SECAM,	NTSC, PAL, SECAM, NTSC 4.43
LAMP LIFE	120 watt (2000 hours)	130 watt (1000 hours)	120 watt (2000 hours)	130 watt (1000 hours)
CONTRAST RATIO	500:1 (full-on, full-off)	800:1	400:1	800:1
AUDIBLE NOISE	< 32 dB	42 dB	< 40 dB	39 dB
REMOTE CONTROL	Full function remote with laser pointer and mouse control	Remote with mouse control	Standard remote control	Standard remote (no laser or mouse control)

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