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Peter Cullinan
Marketing Communications Mgr.
T- 770.420.1350 F- 770.420.1360
pcullinan@digitalprojection.com

DIGITAL PROJECTION ANNOUNCES TOP STAGING CUSTOMERS MAKE FLEET PURCHASES OF HIGHLITE 12000DSX+ PROFESSIONAL SERIES PROJECTORS

KENNESAW, GA, (December 2, 2004) – Digital Projection International (DPI), an Emmy® Award-winning manufacturer of high-performance projection systems, has announced major shipments of its HIGHlite 12000Dsx+ Professional series projector to a number of the event industry's leading staging and rental companies. Included among the lead customers purchasing the projectors: Alford Media (Coppell, TX), AV Concepts (Phoenix, AZ), AVFX (Boston, MA), Cinevision (Atlanta, GA), Full Aperture (Chicago, IL), ICON Presentations (Palm Desert, CA), LMG (Orlando, FL) and VER (Los Angeles, CA).

According to DPI, the company expected the SXGA+ resolution 3-chip DLP™ HIGHlite 12000Dsx+ would generate strong interest in the marketplace. Before launching the 12000Dsx+ and the other 'Pro' series projectors (HIGHlite 8000Dsx+ and LIGHTNING 30sx+ and 35HD) the company performed extensive research. From the configuration of electronics and inputs to mechanical design and imaging performance, this research played a crucial role in confirming DPI's development specifications for the products.

"We invested hundreds of man hours interviewing customers and studying market needs, before taking the first steps in defining the architecture of the Professional series products," said Mike Levi, president of Digital Projection, Inc. "The data we collected was solicited from a variety of sources, but the most important guidance was provided by our staging customers."

"As for the results of our efforts, we could not be more proud of the HIGHlite 12000Dsx+ and our other 'Pro' series projectors. Our customers told us what they needed in order to be successful with our products, and we faithfully executed against that plan."

When Murray Lapides, president of AVFX, answered why his company chose to purchase their fleet of DPI's HIGHlite 12000Dsx+ Pro series projectors, he is quick to point-out their reasons were both product and supplier-based.

"The HIGHlite 12000Dsx+ is the complete package in terms of imaging quality, versatility and incredible ease of use, but it's our trust in Digital Projection that made this product the best choice for our company," he said. "DPI considers us a partner, providing critical insight and support whenever or wherever needed. For AVFX, the confidence we have in this relationship is an invaluable asset."

The entire lineup of Digital Projection's 'Pro' series projectors has been introduced within the last eight months. The products all share the same ingenious mechanical configuration, starting with DPI's exclusive rigging/stacking system with integrated pitch and roll adjustments. This design renders the projectors "ready to rig or stack" right out of its transit case. Also, the projectors deliver industry leading brightness and contrast performance, making them suitable for every large venue, stacking and blending application, where premium image quality is a requirement.

Building on the success of its 'Pro' series, DPI plans to introduce additional 'Pro' series models in 2005.

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About Digital Projection International

Founded in 1989, Digital Projection International (DPI) has been instrumental in the development and application of Digital Light ProcessingTM technology by Texas Instruments for projection systems. DPI introduced the world's first 3-chip DLPTM projector in 1997, and has since delivered expert system engineering and world-class customer services, thus maintaining its position as a digital imaging pioneer.

DPI's groundbreaking projection research and development has garnered the admiration of industry professionals around the world. This has included many awards, including two Emmy® Awards for Outstanding Achievement in Engineering Development by the Academy of Television Arts and Sciences. DPI remains the first and only projector manufacturer to win the coveted award.

Today, DPI manufactures and distributes an extensive line of ultra high-performance 3-chip and single-chip DLPTM projection systems. These projectors are the reference standard for demanding applications such as large-venue, live-event staging, Fortune 5000, Homeland Security, education, medical and scientific research, command and control, commercial entertainment, Worship and elite home cinema.