

# NEWS



for immediate release

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## DIGITAL PROJECTION WINS TWO EMMY AWARDS

POWER Display Systems First-Ever Projector To Win The Coveted Award

**KENNESAW, GA, May 27, 1998** – The Academy of Television Arts & Sciences (ATAS©), Los Angeles, today announced that it has awarded two Emmys to Digital Projection for its POWER Displays projection technology. This is the first time an Emmy has been awarded to a projection manufacturer, according to ATAS officials.

The company's POWER Displays -- large-screen presentation, entertainment and multimedia projection systems - received the Academy's highest honor, Emmy for Outstanding Achievement in Engineering Development, which was also bestowed upon Brian Critchley, who is credited with the development of the all-digital projectors.

The awards were presented June 24 at the Beverly Hills Hilton in Los Angeles.

The Emmy is awarded "to an individual, a company, or an organization for developments in engineering that are either so extensive an improvement on existing methods or so innovative in nature that they materially affect the transmission, recording or reception of television," Academy officials said.

Launched in 1997 after eight years of development along with Texas Instruments (TI), innovators of the Digital Micromirror Device (DMD), POWER Displays have been utilized as a primary broadcast-set element for television shows like NBC Nightly News, ABC News and America's Funniest Home Videos.

As a result of Digital Projection's award-winning technology, the ATAS also recognized TI's Digital Light Processing™ (DLP™) core technology and awarded the company's innovators with two Emmy's of their own.

"We're delighted that Digital Projection have been honored in this way," said Bob England, Senior Vice President and Manager of TI's Digital Imaging group. "Digital Projection are our longest-standing customer for our DLP™ technology, and the way in which they have implemented it in their POWER range of displays is an outstanding achievement. This recognition by the Academy of Television Arts and Sciences is well deserved."

"We pride ourselves in listening to the feedback we get from the broadcast market," said Critchley. "Our goal is to develop products that continue to satisfy this rapidly developing broadcast sector with the highest level of performance and unparalleled customer support. POWER Displays have won customer approval due to their ease of use, color reproduction, reliability and their ability to perfectly match broadcast system display requirements as seen through the camera's eye."

"We are honored to receive such a prestigious award that recognizes the achievements of our employees and the performance levels of our products," added Critchley. "This award could not have been achieved without the contribution of many colleagues both within and outside Digital Projection. I truly appreciate their hard work and creativity."

Mike Levi, president of North American operations, added that POWER Displays technology will continue to evolve for a broad range of other applications which include business, religion, entertainment, education, simulation, command and control, casino and gaming, staging and rental markets.

Other high-profile POWER Displays projects include:

Getty Center utilizes three POWER Displays - September 1997

**Twelve POWER 2v's installed in Club Rio at the Rio Suite Hotel & Casino - January 1998**

**James Bond Never Say Die utilizes POWER Displays for premier - January 1998**

**Disney premieres "Cinderella" Rogers & Hammerstein's classic at Mann's Chinese Theater using a POWER Display - April 1998**

**Last episode of Seinfeld projects onto a downtown St. Louis building using two stacked POWER Displays - May 1998**

**United States Postal Service Training Facility installs eight POWER 4dv's - June 1998**

**The POWER Displays line of projectors is a result of nine years of revolutionary development between Digital Projection and Texas Instruments®. POWER Displays represent the highest-level execution of Texas Instruments' 3-chip, Digital Light Processing™ (DLP™) technology.**

**Digital Projection's worldwide presence includes offices in North America, England, Europe and the Far East. Its North American headquarters, based in Atlanta, is a wholly owned subsidiary of Digital Projection, Limited, located in Manchester, England. The company's North American headquarters are located at 55 Chastain Road, Suite 115, Kennesaw, GA 30144.**

***Written by Tim J. Butler***

***Emmy is a registered trademark of The Academy of Television Arts and Sciences.***

***DLP is a registered trademark of Texas Instruments.***

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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 Processing™ technology by Texas Instruments for projection systems. DPI introduced the world's first 3-chip DLP™ 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 DLP™ 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, digital cinema, commercial entertainment, religious venues and elite home cinema.