

## PRESS RELEASE

### DVE DISTRIBUTION INTRODUCES AN ANAMORPHIC LENS

### TO MEET THE EVER GROWING DEMAND FOR THE

### SUPER-WIDE ANAMORPHIC EXPERIENCE

#### Anamorphic Lens Made To Compliment the Samsung SP-A900B Digital DLP Projector

Fairfield, NJ - The ultimate digital DLP projector now delivers the ultimate super-wide anamorphic experience for home or commercial use. DVE Distribution, a high-end A/V distribution company, announces an Anamorphic Lens addition, developed in close association with HI-REZ Projections, Inc. that works exclusively with the recently introduced Samsung SP-A900B Digital DLP projector. The new lens and SP-A900B projector are a perfect solution for cinephiles who want to enjoy a true 2.35:1 super-wide, movie theater-sized screen in their home set up using an anamorphic lens.

Jeffrey Goodman of DVE Distribution Inc., said, "We are offering the new Anamorphic Lens for the Samsung SP-A900B to meet the growing trend of home theater aficionados who want to watch movies on a 2.35:1 aspect ratio wide screen. Combined with the SP-A900B's internal anamorphic processing, our new lens accurately translates the projector's native 1.78:1 image to 2.35:1, delivers superb image quality, and is easy to integrate."

An Anamorphic lens, placed in front of the projector's own lens, is an efficient way to achieve a super-wide screen image with a maximum vertical resolution of 2.35:1 from a native 1.78:1 (16:9) display. It ensures that every pixel in the projector is used for the widescreen image. Normally, a significant number of pixels are just blacked out (unused) above and below the widescreen image. Key features of the Anamorphic Lens system include:

- \* Installs in minutes
- \* Mounts directly to the projector bracket not the ceiling.
- \* Bolts directly to a standard Chief mount.
- \* Has IR, Contact closure, and 12 Volt trigger control.
- \* RS-232 control
- \* Jack for external IR sensor.
- \* Fast/smooth travel speed as quick as 1 second.
- \* Learns IR codes from most factory remotes. Up to 10 for each direction.
- \* Has discrete IR commands for widescreen and non widescreen positions.

The JKP Endorsed Samsung SP-A900B and SP-A800B digital projectors are the first practical true 1080p reference displays available for home theater aficionados. They use Texas Instruments' formidable Digital Light Processing (DLP) optical engine and have an image brightness of 1000 ANSI lumens, a Resolution of 1920 x 1080 and one

of the finest lenses found on any projector. It also features internal signal scaling, 24 frame mode and the capability of nearly perfectly reproducing all 3 of the world's broadcast color standards; HD, SMPTE-C and EBU.

#### About DVE Distribution

DVE Distribution, Inc. is a high-end Audio / Video distribution company based in Florida and New Jersey. Founded in 2008, DVE Distribution, Inc. partners with manufacturers who produce display products of the highest quality. DVE Distribution, Inc. is known for its high level of service and support, and award-winning products.

#### About HI-REZ Projections Inc

Hi-REZ Projections, Inc. is a maker of advanced performance video displays. Starting with its own line of exceptional CRT projectors in 2002, it soon acquired the CRT product lines of both Vidikron of America and Harman International's Madrigal Imaging division. Subsequently, the company expanded its product line to include plasma direct-view panels and both DLP and LCOS based front-projectors. Each HI-REZ Projections display has a number of proprietary features and is sold, as a system, with a separate scaler-and source selection processor that is factory matched to its own display. HI-REZ Projections, Inc., is one of the first home theater equipment suppliers, and has its engineering and service facilities located in Ashland MA.