SIM2 Multimedia

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Color Reference 720

DLP 3Chip Projector HDready - DCI Gamut

- DLP 3Chip DC3
- Rec.709 or DCI Gamut permanent
- P7 Color Management
- 3 Lenses available
- Color Memory Banks
- Parametric Gamma Curve
- 50% of Image Vertical Shift, Optical
- Low Noise
- Compact size
- Only 12 Kg weight

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A REFERENCE

The Project for the "**Color Reference 720",** was born with the aim of making a DLP 3-chip Projector, having **compact dimensions**, an **unbeatable price** and the same TOP LEVEL Accuracy in DCI Gamut Coverage of the HD models. It has a **Very Low Power Consumption**, is accurate in every detail and has the ambition to become a **cost-effective Reference in Color Grading applications,** where **the number of pixels is NOT as much important as the Accuracy of colours**. All the stages critical to the definition of Brightness, Colorimetry, Contrast, Grey Scale Neutrality and Adjustment of the Gamma Curve have been optimized to the best in order to get as close as possible to Excellence.

Descending from SIM2 PROC3, the first projector in the world having a compact **DLP 3-chip HDready DarkChip3 Architecture,** implementing the renowned optical path able to deliver high brightness images in a very compact shape, named **Alpha Path™,** and the typical color fidelity belonging to a real **10 bit per Color internal Processing**, the **Color Reference 720** has a Permanent Color Filter, Available as Rec.709 OR DCI, expanding its Gamut triangle well over the HD Native specifications (Rec.709), and **slightly over the DCI specs themselves.**
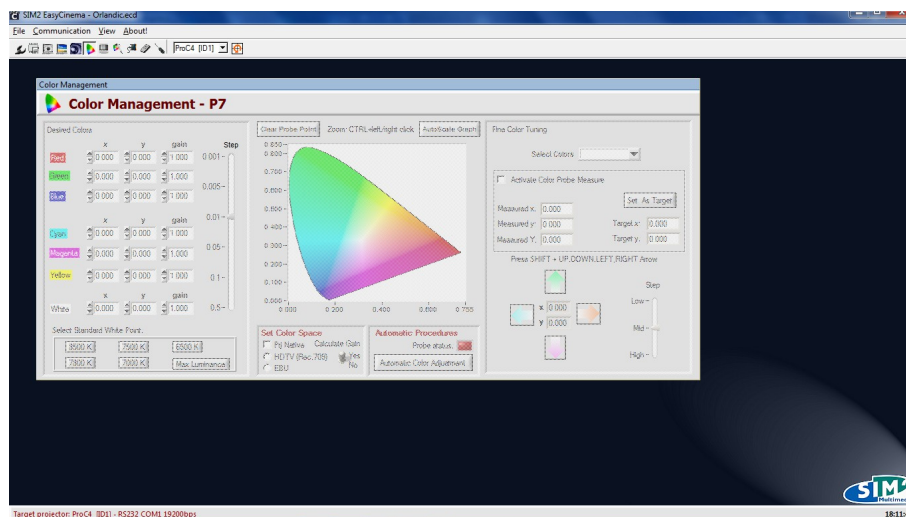
Color Reference 720, Front View

This little headroom allows to compensate even for some little deviations from the reference color coordinates, sometimes found in the field, that can be related to the screen, or maybe to the room or other details. We can check and correct them using the SIM2 Calibration Software (**Easy Cinema**) together with an external Professional Color Sensors to check.

The Brightness level after the DCI Filter, at Maximum Power with Native White, is strong enough to achieve 47 cd/sqmt or 16 ft/Lbt on screens wide up to 4 meters. Using a simple 250W lamp, dimmable down to 200W in ECO Mode, a significant savings in electric power if compared to Xenon lamps. The presence of SIM2 **Color Management**, a unique Color Calibration Algorithm of **P7 type**, allows the user to move the coordinates x, y of all colors with high precision, taking them exactly where it is needed. All colors means each of them, even the **Secondaries** (Cyan, Magenta and Yellow): the **Color Reference 720** was designed and optimized to fully respect these specifications. **White** has several internal presets, factory set, but can be moved virtually anywhere, even with the simple IR remote control.
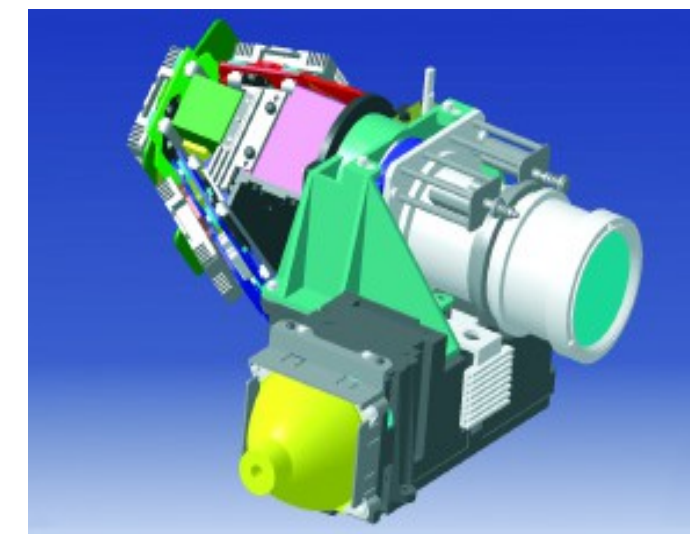
Easy Cinema

The screenshot here on the side, has been taken from the "Color Management" window in Easy Cinema, the SIM2 Software desgned to make an optimal calibration of the projector.

IMAGE PROCESSING

SIM2 Color Reference 720 features well performing **Scaler** and **De-Interlacer,** showing the same quality that made our projectors famous around the world. Both of them can be **disabled via OSD MENU**, in order to let you see and check what is in the original reel, frame by frame, without any modification. Some of the best Hollywood film makers are using our projectors for professional applications in their studios. With satisfaction.

INPUTS

The **Color Reference 720** can exhibit a good number of Inputs for **Analog** and **Digital** signals, ranging from the simple CVBS, through VGA and Component, up to the 2 HDMI Inputs being fully compatible with the **Single Link HD-SDI 10-bit** Specifications.

The Alpha Path Optics

EASY CINEMA

A reference tool should be handled with extreme precision in every part, and this is why we have developed **Easy Cinema**, the Management and Calibration software specifically optimized for the range of SIM2 Professional Projectors. The management PC can be connected via **USB** or **RS-232**, and it is only necessary when you want to make a change to the internal calibration parameters. **Easy Cinema** can use any type of external Professional Color Probe, allowing the user to not abandon the preferred measuring instrument. At the same time, it is possible to use the factory set internal PRESETS, or define new ones and save them inside the available Memory Banks. Preset Recall can be done through the simple IR handheld remote control.

LIGHT ENGINE – GLASS LENS	
DLP® Type:	3 Chip 720p HD2+ DC3
Resolution:	1280x720x3chip Native
Lens:	t1, t2 AND t3, motorized Zoom and Focus
Brightness:	2,000 ANSI lm, Native White
Lamp Power:	250W dimmable to 200 W
Lamp Life:	>2,000 hrs AVG, >3,000 hrs in ECO MODE.
Contrast ratio:	>2500:1 "full on full off"

INSTALLATION	
Throw ratio:	2,0-3,0:1 (standard lens - type T2) 1,5-2,0:1 (type T1 – on request) 3,0-4,7:1 (type T3 - on request)
Lens shift:	Half up picture = 50% total (standard lens)
Keystone:	Digital Adjustment
Picture size:	up to 6mt (236 inches) width
Aspect ratio:	4:3, 16:9 Anamorphic, LetterBox, panoramic, pixel to pixel, 3 custom-user adjustments

ELECTRONICS	
Horiz. & Vert. scan Freq.:	15-110kHz/48- 100Hz + 24Hz @ 1080p
SDTV:	PAL (B,G,H,I,M,N,60); SECAM; NTSC automatically selected
Video Modes:	
- Interlaced:	576i and 1080i @25Hz, 480i and 1080i @30Hz
- Progressive:	720p & 1080p @ 24/25 Hz; 576p, 720p & 1080p @50 Hz; 480p 720p & 1080p @ 60Hz; 720p & 1080p @23,98Hz; 720p & 1080p @29,97Hz

Video delay:	4 frames Max
PC/Mac:	from VGA to UXGA @ 65Hz
On Board Video Processing:	built in, full 10 bit

INPUTS/OUTPUTS
1 x S-Video (mini DIN 4 pins)
1 x Composite Video (RCA)
1 x Component - Analog YPbPr/RGBs (RCA x 4)
1 x Graphic RGBHV (VGA-UXGA) (D-Sub 15 pin)
2 x HDMI™-HDCP (1.3 with DeepColor)
1 x USB 1.1 (2.0 compatible)
1 x RS232 (D-Sub 9 pin)
1 x 12V 100mA jack
1 x 12V 100mA jack for 4:3/16:9 aspect ratio

GENERAL SPECIFICATIONS	
Internal Firmware:	upgradable via RS232 serial interface, USB
Mains voltage range:	100-240Vac ±10% (48/62Hz)

Power consumption: 420W approx.
Weight:	12 Kg. (26,5 lbs)
Dimensions (WxHxD):	435x190x430 mm (17.2"x7.5"x16.9")

CERTIFICATIONS	
Safety:	in compliance with EN 60950/UL60950
Emission:	in compliance with EN 55022
Immunity:	in compliance with EN 55024

SUPPLIED ACCESSORIES
Installation and User Manual;
AC power cords (2m - 6,6 ft);
Remote control and batteries;
EasyCinema software

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