

FABER II

Marketing Launch Document



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Product

MIC	Brand	RES	LUM	LIST	SA	Warranty
X16	InFocus X Series	SVGA	2000	\$449	June	2 yrs Product 6 months lamp
X17	InFocus X Series	XGA	2000	\$549	June	2 yrs Product 6 months lamp

Strategic Role

The X16 and X17 are low cost products to drive incremental volume and revenue opportunities. The product label (print on product) will state X Series to differentiate these opportunistic products from the mainstream INxxxx branded projectors. As bottom feeders, the X16, X17 can drive incremental sales and be a support to position the IN2102 and IN2104 more appropriately in the market. They feature good specifications to respond to the basic market needs, while the IN21xx products offer more value add features in the low cost space.

Selling regions

The X16 and X17 projectors are offered to the following countries/regions only at launch.

- EMEA
- Australia / New Zealand
- India
- (Latin America – case by case)

In North America (CA, US) and China, as well as the non-listed APAC countries we will continue to offer the X6 and X15 products to seize the incremental opportunities.

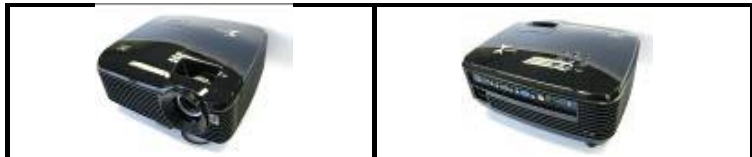
Schedule

Activity	Dates
Marketing Start Date	EMEA TBD Latin Americas TBD India, Aus, NZ TBD
Ship Approval	JUNE 26
General Availability	End July (depending on shipment method)
MLD distribution	June 25
SKU Sheet	Details in this document
Service Plan	TBC (FRC and some ASC supported)
Datasheets	JUNE 27
Web update	JULY 15 (by country!)
Sales Training	NA
Press release	NA

Key Features/Benefits

Feature	Benefit
Price	<ul style="list-style-type: none"> ➤ Make lowest cost products with good performance available ➤ Support the slightly higher priced, more feature rich IN21xx products
Multimedia connectivity Analog computer inputs Multiple video inputs Computer output Built-in speakers RS232 Control	<ul style="list-style-type: none"> ➤ Standard analog connectivity for everyday use. ➤ 2 video sources simultaneously connected ➤ Loop through for extra projector or monitor ➤ Strong 5W speaker; leading in it's class ➤ Command and Control
Lamp Life 3000 normal 4000 ECO	<ul style="list-style-type: none"> ➤ Long lamp life for lower total cost of ownership
Outstanding Price/Performance	<ul style="list-style-type: none"> ➤ Best Value
BrilliantColor™ Technology	<ul style="list-style-type: none"> ➤ True rich and realistic colors
No duty cycle limitations	<ul style="list-style-type: none"> ➤ 24hr operation compatible
Dust resistant design	<ul style="list-style-type: none"> ➤ No filter or screen to replace
DLP®	<ul style="list-style-type: none"> ➤ Low cost of ownership, long life, reliability
Advanced On Screen Display functions	<ul style="list-style-type: none"> ➤ All standard image and picture adjustments via on screen display (OSD) ➤ Auto Search function, finding active sources automatically – easy use ➤ Presets for Presentation, Video, Cinema, Bright settings ➤ Presets for projection surface (blackboard, whiteboard...)
2 yr Projector 6 mo Lamp Warranty	<ul style="list-style-type: none"> ➤ Solid warranty for a solid product
Credit card type Remote	<ul style="list-style-type: none"> ➤ Small, functional and practical
Security	<ul style="list-style-type: none"> ➤ Kensington lock ➤ User PIN
Customizable Splash Screen	<ul style="list-style-type: none"> ➤ Display company logo, school motto or personalize the projector
Presentation timer	<ul style="list-style-type: none"> ➤ Built-in timer, which can be displayed on top of the projected image to assist in tracking presentation time, meeting schedule or lesson time.
Quick cooling mode	<ul style="list-style-type: none"> ➤ Reduces the standard 90-second cool down phase to 30 seconds. ➤ Continues save shut down procedure at faster pace.
Ceiling mountable	<ul style="list-style-type: none"> ➤ Can be installed into ceiling; also rear projection
Digital zoom	<ul style="list-style-type: none"> ➤ Enables to zoom into the projected image to highlight details

Product Specification



Specifications	InFocus X16	InFocus X17
Native Resolution	0.55"SVGA, 800 x 600	0.55"XGA, 1024x768
ANSI Brightness (ECO mode)	2000 ANSI lumens (1800)	2000 ANSI lumens (1800)
Lamp	185W	185W
Lamp Life	3000/ 4000 hours (Normal/ Eco)	3000/ 4000 hours (Normal/ Eco)
Contrast ratio	1400:1	1400:1
Throw Ratio	1.9 ~ 2.1 (52" @2m)	1.9 ~ 2.1 (52" @2m)
Focus Range	1.5 to 6 meter	1.5 to 6 meter
Zoom Ratio	1.10:1	1.10:1
Screen Size (with focus)	35" to 155"	35" to 155"
Lens F/# & EFL	F= 2.4 to 2.6, f=20.7 to 22.8 mm	F= 2.4 to 2.6, f=20.7 to 22.8 mm
Projection Offset	120%	120%
Color Wheel	6 segment	6 segment
Weight	<2.5 kg	<2.5 kg
Dimension (WxHxD)	225 x 113 x 264 mm	225 x 113 x 264 mm
Acoustic Noise (Typ.)	29dBA (34dB in high power)	29dBA (34dB in high power)
Connectivity		
VGA-IN (D-sub 15 pin)	x 1	x 1
PC audio jack	x 1	x 1
Composite video RCA	x 1	x 1
S-video Mini DIN 4 pin	x 1	x 1
VGA-OUT (D-sub 15 pin)	x 1	x 1
RS232 Control	9pinx 1	9pinx 1
Speaker	5W	5W
Outside dimensions (WxHxD)	349 x 175 x 340 mm	349 x 175 x 340 mm
Shipping weight	3.7 kg	3.7 kg
Power consumption	285W max / 5W standby	285W max / 5W standby
Country of origin	China	China
UPC code	BBL 797212725295	BBM 797212725301



Optional Accessories

Here is a list of optional accessories that shall be available at product launch:

Screens

- SC-PD-80 (Manual Pull Down, 4:3, 80")
- SC-PD-100 (Manual Pull Down, 4:3, 100")
- SC-PD-120 (Manual Pull Down, 4:3, 120")
- SC-PU-50 (Pull Up, 4:3, 50" – table top)
- SC-PU-60 (Pull Up, 4:3, 60" – floor)



Wireless

- INLITESHOW2 (Wireless 802.11b/g)



Cables and adapters

- HW-VGA2OUT-R (1-IN-2-OUT VGA Distribution Amplifier)
- SP-CPNT-10M-R (Component Cable (RoHS))
- SP-CPSTVID-5M (High Performance Composite Video Cable, 16ft.)
- SP-SVIDEO-10M (High Performance S-Video Cable, 33ft.)
- SP-SVIDEO-5M (High Performance S-Video Cable, 16ft.)
- SP-USB-11M (11 meter (36 ft) USB Cable)
- SP-VESA-ADPT-R (Component to Vesa Adapter Service (RoHS))
- SP-VGA-11M (11 meter (36 ft) VGA Cable (M-M))
- SP-VGAEXT-11M (11 meter (36 ft) VGA Extension Cable (F-M))
- SP-VGAEXT50-D-R (VGA Cable, Line AMP Extension Solution 110/120v, 50 ft (RoHS))
- SP-VIDEO-ADPT (Cable, Component Video Adapter)
- SEC-LOCK-01 (Security lock using the Kensington slot)



Spare lamp

- SP-LAMP-044

