



# HC3800

## DLP® Home Theater Projector



PRESENTATION PRODUCTS

# Mitsubishi Product Launch

## HC3800 1080p DLP® Projector

### HC3800 Product Summary

The HC3800 is a “New” addition to our class of Home Theater projectors. The technology behind the new HC3800 DLP® High Definition Projector is truly amazing with its support for 1080p. From the microprocessor chips to the optics in the lens, the Mitsubishi product development team has packed innovations into this home theater projector. The result is an amazing level of HD and a high quality cinema experience at an economical price.

#### Mitsubishi’s First 1080P DLP® Projector

Now you can experience full 1080P high definition—in a DLP® projector. From the filter-free technology to the reliable DLP® chipset—you will experience many years of low-maintenance and high performance picture quality enjoyment with the HC3800.

A key feature of the HC3800 is the latest Digital Light Processing (DLPTM) chip incorporating a new digital micromirror device (DMD) comprised of densely embedded micromirrors. A smaller mirror cavity diameter and narrower gaps between the mirrors improve the aperture ratio of this innovative chip, and reflective light diffusion has been reduced by improving the wiring below the mirror section. The mirrors are controlled to tilt repeatedly several thousand times per second, enabling smooth, true reproduction of the digital source into finely detailed images with no noise or deterioration.

A newly developed high performance Diamond Lens has been added to the HC3800. This high performance all-glass HD lens provides excellent image performance and has a 1.5 zoom magnification. Improvements in image depth and the lens aperture make it possible for deeper blacks in improved image clarity. Combined with its new Color Management feature, which allows you to adjust color preference for red, blue, green, cyan, magenta and yellow individually, you will be able to experience amazing rich and realistic images.

You want quiet operation in your home theater projector and we’ve reduced the fan noise in the HC3800 to just 25dBA in low-lamp mode. You’ll get an estimated lamp life of 5000 hours (low mode), and when you do need to replace it, top access to the lamp makes it that much easier. Finally, our 2-year Parts and Labor warranty, and its amazing 1-year or 500hours lamp warranty will give you peace of mind in your choice of Mitsubishi.



## HC3800 Positioning Statement

The Mitsubishi HC3800 is a high definition projector home theater. It offers clarity and contrast—delivering great impact on movies, videos, and television broadcasts. For the price—it is one of the best performing 1080p HD projectors available today.

Specifications	HC3800
<b>Display Technology</b>	0.65" 1-Chip DMD, DDP3021
<b>Brightness</b>	1300 ANSI Lumens
<b>Contrast Ratio</b>	4,000:1 ( <i>tentative</i> )
<b>Resolution</b>	1080p
<b>Noise Level</b>	25dba ( <i>low mode</i> )
<b>Lamp life (estimated)</b>	5000 hrs. ( <i>low mode</i> )
<b>Anamorphic lens mode</b>	Mode 1 and Mode 2

## Key Selling Points

- Full HD 1080p native resolution
- Contrast ratio of 4,000:1
- Brightness rating of 1300 ANSI Lumens
- HD Diamond Lens with a 1.5 zoom
- Amazing low 25dBA noise level (low mode)
- Estimated Long lamp life of up to 5,000 hours (low mode)
- Easy access top loading lamp design
- Convenient Power zoom/focus and lens shift

## Target Markets and Customers of the HC3800

- For the home theater user... the Mitsubishi HC3800 is a native 1080p home theater projector that brings the home theater experience to your home, delivering sharp and clear movie images in the comfort of your home.

## Key Features and Advantages

<b>Native 1080p HD</b>	True high definition delivers amazing detail and clarity
<b>High contrast</b>	Crisp 4,000:1 contrast ratio
<b>Top Access Lamp</b>	Easy lamp maintenance won't disturb your projector installation
<b>Quiet Noise Level</b>	Amazing low 25dBA noise level (low mode)
<b>Anamorphic modes</b>	Mode 1 + Mode 2 bringing the true movie 2:35:1 movie experience home.
<b>Diamond HD lens</b>	All-glass lens with 1.5 zoom magnification of high-definition images
<b>Color Management</b>	Individual color adjustments to red, blue, green, cyan, magenta, yellow
<b>Less than 1W Power Consumption</b>	Consumes less than 1W of power consumption in standby mode
<b>Digital HDMI</b>	Include HDMI v1.3 digital input support
<b>RS232</b>	Includes RS232 communication support with 3 <sup>rd</sup> party remote control devices
<b>Trigger out</b>	Built-in 12V trigger support

## Specifications

<b>Display Technology</b>	0.74" 3-DLP® (with Micro Lens)
<b>Resolution</b>	1080p (1920 x 1080 native)
<b>Brightness</b>	1300 ANSI lumens
<b>Colors</b>	1,073,000,000
<b>Contrast Ratio</b>	4,000:1
<b>Zoom/Focus</b>	Manual Focus & Zoom Lens (Zoom Ratio 1.5:1), with Zoom Trigger
<b>Projection Lens</b>	f=20.6 ~30.1 mm (3.1-4.6m@100")
<b>Off set axis</b>	4.0:-1, Hd=0.42m up @100"
<b>Picture size</b>	50"-300"
<b>Source lamp</b>	5000hrs (low mode) 3000hrs (standard mode)
<b>PC Compatibility</b>	640 x 480 (Expand) - 1920 x 1080 (Real) - 1920 x 1200 (Compress)
<b>Video Compatibility</b>	NTSC / NTSC 4.43 / PAL (including PAL-M, N) / SECAM / PAL-60 Component Video: 480i/p(525i/p), 576i/p(625i/p), 720p(750p 50/60Hz), 1080i(1125i 50/60Hz), 1080p(1125p 50/60Hz)
<b>Input Terminals</b>	RGB: mini D-sub 15pin x 1 Video: RCA x 1 + S-VIDEO x 1 Component Video: RCA x 3 Digital: HDMI x 1
<b>Output Terminal</b>	12V Trigger Out: Stereo mini jack (φ3.5mm)
<b>Comm. Terminal</b>	RS-232C: D-Sub 9pin x 1 (Direct command is available.)
<b>Scanning Rate</b>	[H] 15 - 80 kHz [V] 50 - 85 Hz [Dot clock] max.170 MHz
<b>Audio Speaker</b>	N/A
<b>Height adjuster</b>	Screw type Front leg (0 to 7 degree variable)
<b>Remote Control</b>	(1) Projector Fully Control (2) Back light key (3) Direct functions with AV memory
<b>Power consumption</b>	340W
<b>Dimension</b>	13.6" x 5.1" x 10.6"
<b>Weight</b>	7.7lbs
<b>Power requirements</b>	AC 100 - 240 V, 50/60Hz
<b>Fan noise</b>	25dBA (low mode)
<b>Package dimension</b>	15.9" x 13.7" x 9.8"
<b>Package weight</b>	12.1lbs
<b>Supplied accessories</b>	AC Power Cable, RGB cable, Remote Unit (incl. Battery), User Manual, User Manual CD, Safety Manual, Lens cap, Lamp Replacement Tool
<b>Optional accessories</b>	Spare Lamp Bulb (VLT-HC3800LP)
<b>Warranty</b>	2-Years Limited Parts and Labor Warranty 1-Year or 500 hours lamp warranty (whichever comes first)



## Mitsubishi HC3800 Competitive Background

Make & Model	Brightness	Contrast ratio	Resolution	Noise Level	Lamp Life	Weight	Projector / Lamp Warranty	Street Price
Mitsubishi HC3800	1300lm	4,000:1	1080p	25dba (low)	5000hrs (low)	7.9 lbs	2-yr parts 1-yr/500hr lamp	\$1,495
Optoma HD20	1700lm	500:1	1080p	32dba	4000hrs (low)	6.4lbs	1-yr P/L 90 days lamp	\$999
InFocus X10	1200lm	2,500:1	1080p	30dba (low)	2500hrs (low)	14.4lbs	2-yr P/L 6months lamp	\$1,473

\*Manufacturers may change their product specifications without notice. Please verify their latest for a fair and accurate comparison.

## Product Lineage Plan

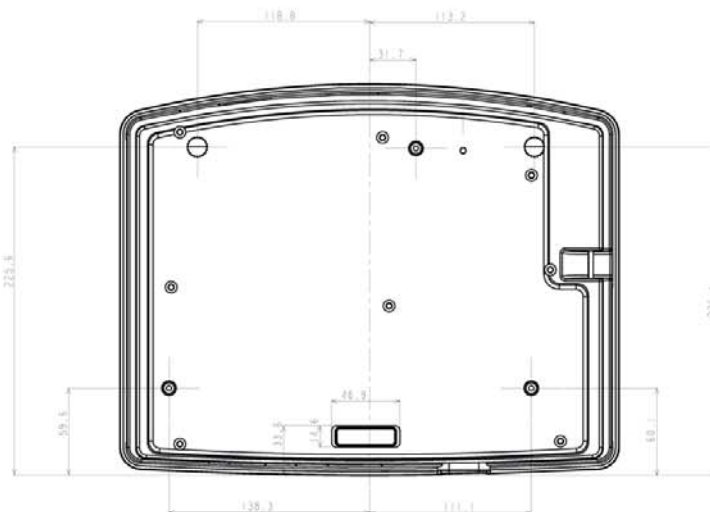
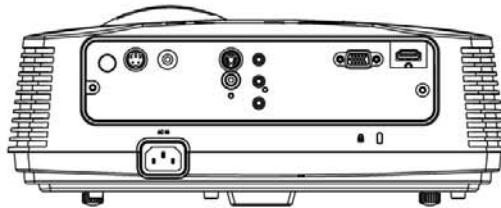
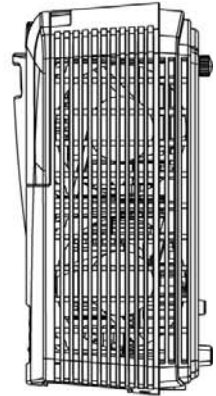
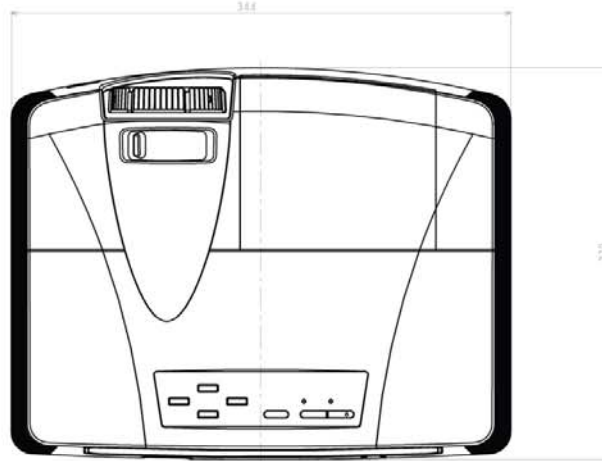
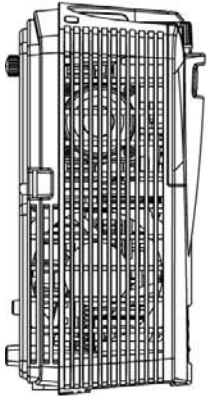
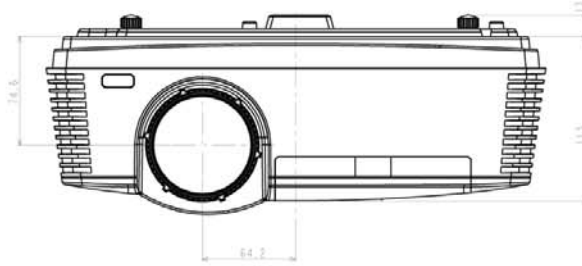
- The HC3800 is our first 1080P DLP® projector model
- The HC3800 does not replace any existing projector

## Price and Ordering Information

Model Number	Product Description	Tentative Prices
HC3800	1300 ANSI Lumen 1080p Projector	MAP: \$1,495
VLT-HC3800LP	Replacement Lamp Module	MSRP: TBD

# HC3800

## Dimensions





# HC3800

## Word Descriptions

### 25 Words

The HC3800 is a native 1080p home theater projector. It includes the latest DLP® technology for the sharpest definition to image details.

### 50 Words

The HC3800 is a 1080p home theater projector. It includes the latest DLP® technology for the sharpest definition to image details. It's also includes a bright 1300lm, a 4,000:1 contrast ratio, and DLP® panels to produce an overall stunning viewing experience.

### 75 Words

The HC3800 is a native 1080p home theater projector. It includes the latest DLP® technology for the sharpest definition to image details. It also includes support for an HDMI input (v1.3), an ultra-hushed 25dba noise rating (low mode), DLP® panels, a bright 1300lm rating and an ultra crisp 4,000:1 contrast ratio to produce an overall stunning viewing experience.

### 100 Words

The HC3800 is a native 1080p home theater projector. It includes the latest DLP® technology for the sharpest definition to image details. It's designed with the latest DLP® panels to produce a stunning viewing experience. It generates a sharp 4,000:1 contrast ratio and is ultra-quiet at only a 25dBA noise level. It is also equipped with two HDMI v1.3 connectivity inputs to support true HD digital-to-digital images, as well as a 2-year warranty and an amazingly long 5000 hour estimated lamp life (low mode).

