



Epson MovieMate® 55

The Epson MovieMate 55 projection system delivers the big-screen drama, sound and excitement customers desire. The best way to demonstrate the product is to understand the key factors that drive a customer's Epson MovieMate purchase:

- Why do customers purchase Epson MovieMate 55? Because it's an integrated projection system.
- What's the primary use for Epson MovieMate 55? To watch movies.
- Where is Epson MovieMate 55 most commonly used? At home, outside, or away from home.

First, be sure you're talking to the right customer. Epson MovieMate is ideal for customers who want big-screen excitement for watching movies. This customer doesn't have a dedicated home theater (although it could be used in one) and doesn't want to connect a Blu-ray player or other high-definition device (such as a digital cable box) to the unit. The Epson MovieMate customer also is not primarily concerned with technology discussions. He wants to understand what the product does and how it will benefit him. The ideal Epson MovieMate customer wants an easy-to-use product for watching movies at home or on the go.

The best way to talk to customers about Epson MovieMate 55 is to focus on the key reasons customers purchase it. These steps will walk you through how to qualify the customer and demonstrate features on the mock unit to close the sale.

1. Integrated Projection System

The first thing you want to explain to customers is the Epson MovieMate 55 Plug, Load and Play concept:

Plug in the unit: On the mock unit, point out the AC power inlet and explain it's the only cable that's needed to set up the unit and watch movies.

Load a DVD: Show the customer the integrated progressive scan DVD/CD player on the front of the unit.

Play the Movie: On the mock unit, show the two built-in 8W speakers (one on each side of the unit).

Reiterate how easy it is to set-up: all that's needed is an electrical outlet. There are no additional cables or equipment required!



AC Power Inlet



Speaker

Speaker

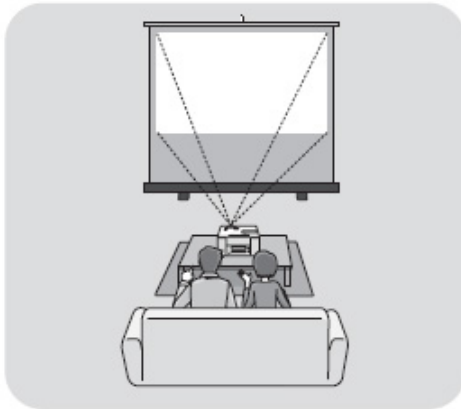
Built-in DVD player

2. Ideal for Movies

You should then expand on the features ideal for watching movies:

Supported Formats: Start by explaining Epson MovieMate 55 can project movies up to 120-inch diagonal—up to 8 times larger than on a 40-inch, widescreen TV. The last page of this hand-out includes a page you can print and show to the customer to emphasize this point.

What affects projection size? The distance between the unit and the screen. Epson MovieMate 55 has a short throw distance, meaning it can project a large image without having to be too far away from the screen.



Throw Distance:
120-inch widescreen: 11.8 feet away from screen
80-inch widescreen: 7.8 feet away from screen

Viewing Movies: Also explain to the customer that they can use a screen or even project on a blank wall, a white sheet hung on a wall and can even paint a wall with special projection paint.

3. Portability

Next, explain how Epson MovieMate 55 is portable. Many customers don't purchase Epson MovieMate for its portability, but three quarters of them use it outside or away from home. On the mock unit, point out the convenient carrying handle. Mention that the actual unit is lightweight—just 8.3 lb. Keep in mind that the mock unit you'll be using weighs less than an actual unit because it doesn't have any internal components. Then, reiterate how there's no need for additional devices or messy cables to watch movies on the go.

Convenient handle

Lightweight (8.3 lb.)



Answering Customer Questions

Here's how to handle other inquiries you may get from customers about the product:

The connections on the back of the unit: Remember, the primary reason customers purchase Epson MovieMate 55 is because it's an integrated projection system. They don't need to attach any cables (other than the power cable) to set it up and watch a movie. Customers can, however, attach additional equipment, such as a DVR, gaming system, digital video camera and more. If a customer asks about the connections or add-on equipment, here's how you can describe the ports and their use:

Component Video

Separate color and B/W elements of the video signal are transferred separately: cable or satellite TV receiver, DVR or game console.

Computer VGA

To connect a computer or laptop. Also requires analog stereo audio cables to play computer's sound through the projector.

Composite Video

Color and B/W portions of the video signal are transferred together: VCR, DVD player, cable or satellite TV receiver or DVR, game console, camcorder, video or photo iPod, digital camera.



L/R Audio

To play audio from composite video, component audio or computer sources; many composite video cables are integrated with audio cables.

Digital Audio Out

To connect an amplifier, 5.1 Stereo Surround Sound system or digital audio recorder.

USB

To connect a flash drive or memory card reader containing a memory card to view photos or play music or DivX videos; supports MP3, WMA, JPEG, DivX.

In addition to add-on equipment, the Epson MovieMate can also play Audio CDs and MP3 CD/DVDs in the DVD drive. It also supports a slide show of JPEG images, either on a CD or on a USB Flash drive. If you place a MP3 audio file on the drive, it will play as background music during a slide show.

Epson MovieMate 55 and HDMI: Customers may ask why Epson MovieMate 55 doesn't have a HDMI connection. HDMI transfers the digital signal from the projector to the device without converting it to analog. Here's how to answer why Epson MovieMate 55 does not have a HDMI connection:

- Customers who want HDMI can still get high-definition via the composite or component video inputs
- Epson MovieMate customers aren't typically purchasing the product to connect other equipment, although they can; they're buying the product because it has an integrated DVD player to make it easy to watch movies really big!

Customers who want a 1080p high-definition viewing experience are probably better suited to one of the Epson dedicated home theater projectors.

Answering Customer Questions (Continued)

3-Chip LCD Questions: Generally, the Epson MovieMate customer isn't concerned with technology discussions. If he asks, mention the product uses 3-Chip LCD technology that offers these benefits:

- 3-Chip Optical Engine: All 3LCD projectors use a 3-chip optical engine to deliver incredibly bright, true-to-life color
- High Color Light Output – 3LCD projectors consistently deliver high Color and White Light Output so images, video and text always looks their very best.
- No Color Wheel: 3LCD projectors do not rely on a spinning color wheel to produce color and do not suffer from “the rainbow effect” or “color break-up.”
- Road-Tested Reliability: 3LCD technology has been the world leader for 19 years and has consistently been the choice of users who demand the long-life performance and reliability

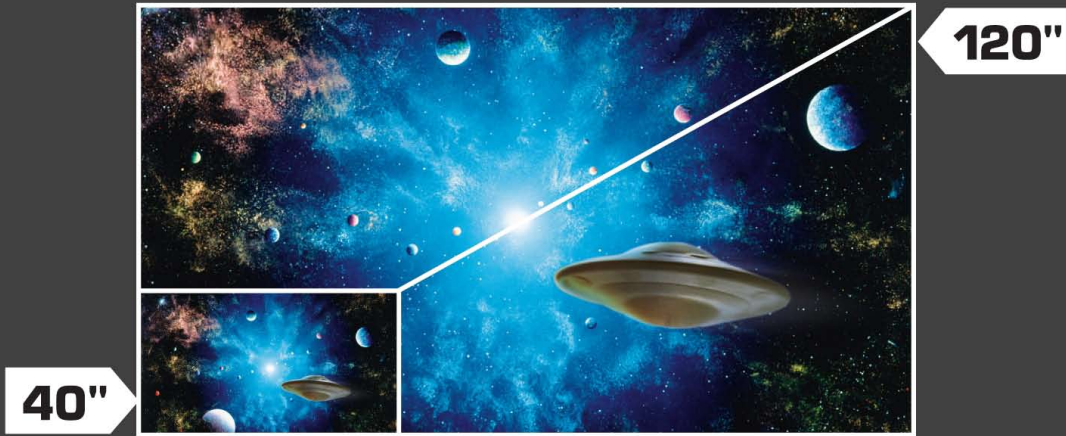
If you want more detailed information on projector technology, visit the Knoware University classroom and take the course: Projector Technology: 3-Chip LCD and DLP.

Contrast Ratio: Customers may look at the specifications of the Epson MovieMate 55 and ask why its contrast ratio is 300:1 when it's designed to watch movies. Contrast ratio is the ratio of white to black and is measured in total darkness. Any ambient light, even the light of one candle, affects this specification.

Because most Epson MovieMate 55 customers will be using the product in a semi-dark living room, contrast ratio isn't going to be as important as for the customer who will be viewing in a fully darkened home theater.

Plus, point out to the customer that in addition to contrast ratio, natural colors and sound quality also affect the movie viewing experience.

Images up to 8 times larger than a 40-inch, widescreen TV



Supports Widescreen or Full-Screen Movies



Works with a screen, blank wall or other surface

