

**Epson Knoware University Podcast
Featuring MovieMate
February, 2008
Transcript**

(Jingle music)

Pam: That kind of versatility is what Epson is known for, and they have built that into the MovieMate 72.

(Jingle music)

Margaret: By scoring 100% on the Knoware University podcast quiz, you'll receive one entry into the weekly drawing for a \$500 Epson Store gift card, just for taking this month's podcast quiz on Knoware University.

From Epson Knoware University in Long Beach, California, I'm Margaret with the Knoware University podcast for February, 2008, and on this month's podcast you'll learn all about Epson's new MovieMate products and learn how you can enter to win a \$500 Epson Store gift card. That's coming up at the end of today's show, so keep listening for all the details.

As the number-one manufacturer of projectors worldwide, Epson is the brand of choice for data/video projector customers. Epson's two new MovieMate products offer exciting new features for the home theater customer. To find out more about the new products, I spoke to Pam, Epson's home theater projector expert.

Welcome to the Knoware University podcast, Pam!

Pam: Thank you. I'm glad to be here.

Margaret: I see we have a couple of new MovieMate models out this year.

Pam: Oh, my gosh, and they are so terrific. They're smaller, they're more compact. They are still totally fun to use and they have even more connectivity than they had before.

Margaret: Great. So I know one of the two is the MovieMate 50.

- Pam: MovieMate 50 is my personal favorite because it has a built-in handle.
- Margaret: Okay.
- Pam: And that handle says portability – not only room to room but inside to outside, anywhere you have an electrical outlet because it does need power. But the MovieMate 50, it plays DVD movies, standard definition.
- Margaret: Okay.
- Pam: It's also way fun to connect to a Nintendo Wii.
- Margaret: Oh.
- Pam: If you are one of those lucky people that have one of those Nintendo Wii consoles, and the Wii games and the sports games are all in native 480 resolution.
- Margaret: Oh, really?
- Pam: And so it's perfect on the MovieMate 50 and there's nothing better than projecting it eight times larger than on a 40-inch TV.
- Margaret: Oh, wow.
- Pam: And I'll tell you, there is no 40-inch TV that you are taking room to room or taking outdoors. Not like the MovieMate.
- Margaret: Right, exactly, and that's really the advantage of the MovieMate; it's so portable.
- Pam: Exactly. It's portable and it's going to give you a big-screen experience. When I say eight times larger than a 40-inch TV, that's a 120-inch diagonal. Now, I just came back from CES and there is someone showing a 150-inch diagonal television.
- Margaret: Wow.
- Pam: But we think that's a two-forklift product.
- Margaret: A 150-inch diagonal TV – how much must that weigh?
- Pam: Well, not only the weight but also the energy consumption of that.

Margaret: Oh, yeah.

Pam: And the beauty of MovieMate is with any blank wall or a projection screen or even a portable screen like the Duet that Epson offers, but we have shown it literally on a white cloth tacked to the back of a house. (Margaret laughs.) And you get a good experience because it's big and people have fun with it.

Margaret: Yup. It's quite phenomenal. I have used a sheet myself in a pinch.

Pam: And it works.

Margaret: It works great.

Pam: But even any blank wall, and it is incredibly versatile. Now, the name MovieMate says movies.

Margaret: Right.

Pam: And it is terrific for watching DVD movies, but you can play music CDs. It's got a USB port. That's new from the last version.

Margaret: Okay.

Pam: And the USB port lets you put in a flash drive where you might have a photo slide show, you might have a music file. And a great way to have fun at the wedding while you're waiting for the bride and groom is you put in that little flash drive that has the embarrassing photos of them when they were children.

Margaret: Oh, okay.

Pam: And you let all the guests enjoy themselves and you're projecting it big. We have talked to a lot of editors who have written great reviews about MovieMate, including several of the bridal magazines.

Margaret: Okay.

Pam: And one of the things that someone pointed out to us is if you go to any kind of a venue where you're having a reception and you want a projector, they will gladly rent you one for \$300 to \$500.

Margaret: Exactly.

- Pam: Well, for not much more you can own your very own MovieMate and you will have it after that night.
- Margaret: Exactly. That is something we've noticed not only with our home theater projectors but also our data/video projectors, that it just doesn't pay to rent them anymore.
- Pam: Exactly.
- Margaret: It's much more cost-effective to own them.
- Pam: Exactly.
- Margaret: And I guess we should probably mention, for any listeners who aren't familiar with what MovieMate is, that it is actually not only a projector but it has a DVD-slash-CD and so on in it.
- Pam: You are exactly right. MovieMate is a projector with a built-in DVD/CD player and speakers.
- Margaret: Right.
- Pam: So you don't have to connect any external equipment. You have exactly what you need in a very compact form factor. It only weighs eight pounds.
- Margaret: Wow!
- Pam: And so it's easy to take with you without worrying about extra cabling.
- Margaret: Right.
- Pam: Now, if you are going to connect it to a video game console, the way those work is, those video game consoles require a connection typically to a television.
- Margaret: Uh-huh.
- Pam: Well, the exact same connectors that you would use to do that, you can connect to MovieMate, because MovieMate has, you know, the different kinds of connectors like composite video and the RGB and audio in and audio out.
- Margaret: Uh-huh.

- Pam: So if you want to use an external sound system, you can do that as well.
- Margaret: Right, and that's one thing I've really noticed on the MovieMates is how remarkable the sound is. It really is as good as my surround-sound that I have at home.
- Pam: Well, you can get good sound that is not always dependent on the number of watts.
- Margaret: Right.
- Pam: Now, I'm not an audiophile, but I've been told that even 5-watt speakers can sound better than 10-watt speakers depending on the casing and the other algorithms that are used to produce a sound. And both MovieMate models have Dolby 5.1 Digital and DTS.
- Margaret: Right.
- Pam: So you are going to get good sound even though the speaker is just in this very compact unit.
- Margaret: It really is remarkable. I've had one in front of me before, not two feet in front of me, and yet it sounded like the sound was coming from off to the sides. It projects sound amazingly.
- Pam: It can be big sound.
- Margaret: Big, big sound. So tell me what are some of the features and the specifications on the MovieMate 50?
- Pam: Well, I've already mentioned that it has a built-in carrying handle which makes it very easy to take with you, take your entertainment with you, wherever that may be.
- Margaret: Uh-huh.
- Pam: It also comes with a padded neoprene soft carrying case.
- Margaret: Very nice.
- Pam: So this makes it very handy for the portability as well. It's got 1000 lumens. Most consumers, they don't know what that means.

Margaret: Right.

Pam: It does mean that you will need a darkened room, because like any good movie theater experience, you're going to want to dim down the lights.

Margaret: Right.

Pam: But MovieMate has several color modes built in. There's living room mode, theater mode, theater black mode, and what is totally cool about MovieMate, you're watching a movie and someone needs to get up to get another cup of coffee or something. There is an icon that looks like a coffee cup.

Margaret: Right.

Pam: And when you hit that button, the coffee-cup button, what happens is the movie goes down and just the white light projects, and that white light is enough to light your way in and out of the room.

Margaret: Yup.

Pam: And so you'll get enough light that no one is going to stumble over anything.

Margaret: Exactly.

Pam: And then when you come back and hit that button again, the movie just resumes. I just love this feature.

Margaret: That is one of my favorite features, too.

Pam: In addition, there are some parental controls that are built into MovieMate. So if you want to control access to certain DVDs, you can do that.

And you can also lock out the power so that from the console the power cannot be turned on. It can only be turned on from the remote, and this is handy if you have small children. You don't necessarily want them playing with the MovieMate when you're not there to supervise.

Margaret: Exactly. That's great. It just, again, is giving the parent more control over it.

Pam: Exactly.

Margaret: Excellent.

- Pam: And because families with children less than 18 years old in the household but particularly school-age children, they watch a lot of DVDs.
- Margaret: Right.
- Pam: Over and over and over.
- Margaret: (Laughs) Yes.
- Pam: And I have been asked about, from certain people I've been asked about the lamp life.
- Margaret: Uh-huh.
- Pam: And the lamp life is up to 3,000 hours.
- Margaret: Wow.
- Pam: And what this means is, if you watched a DVD every night for three years, that's about when the lamp is going to burn out.
- Margaret: Wow. That's fantastic.
- Pam: When people might ask about that, that's really probably not going to be an issue for most people.
- Margaret: Right. So, Pam, how much is the replacement lamp on the MovieMate 50?
- Pam: The MovieMate 50 replacement lamp is currently, as of January '08, is \$160.
- Margaret: Okay, very reasonable, especially when you're not replacing it for three years, and that's if you're watching a movie every single day of those three years.
- Pam: Exactly, exactly.
- Margaret: Which is unlikely.
- Pam: That is true.
- Margaret: Very good. So what else should I know about MovieMate 50?

Pam: Hmm. You're going to get a big image, you're going to have easy portability with the handy little handle, and you're going to have all kinds of versatility. You can play your iPod.

Margaret: Okay.

Pam: You can connect that. You can play your video games from the video game consoles.

Margaret: That would be fun.

Pam: It is very fun. In particular, I see the Wii because it's such an interactive gaming device and looking at that big is engaging even for people who are not playing, who are the bystanders.

Margaret: Exactly.

Pam: It is really very fun. But –

Margaret: It would make things much more life-size in Wii.

Pam: Oh, or bigger than life-size if you want. (Margaret laughs.) And you can also connect the Playstation and the Xbox, but those typically have graphics that are higher resolution than the 480.

Margaret: Okay.

Pam: However, for certain kinds of games, having it big is what's important.

Margaret: Right.

Pam: And you can go almost as big as you could possibly imagine with MovieMate.

Margaret: Excellent.

We'll hear more of our interview with Pam telling us about the Epson MovieMate 50 and 72 in just a minute. Remember to listen carefully at the end of this podcast for instructions on how to enter the drawing for a \$500 Epson Store gift card. And be sure to take the online course this month on Knoware University. During February you'll learn about Epson's DuraBright Ultra products. Four lucky Knoware University Students will win a \$500 Epson Store gift card just by taking the Knoware University course and scoring 100% on the quiz. By taking the five-

question podcast quiz and scoring 100%, you'll receive an additional entry into the weekly drawing for a \$500 Epson Store gift card. Stay tuned to the end of this podcast for details on how to enter that drawing.

And now, back to our interview with Pam, Epson's home theater projector expert, at Epson headquarters in Long Beach.

(Jingle music)

Okay, great. So we've covered the MovieMate 50 pretty well. Tell our audience about my personal favorite, the MovieMate 72.

Pam: Well, the MovieMate 72, I like to describe, is the step-up model to MovieMate 50.

Margaret: Yup.

Pam: The MovieMate 72 will take a standard DVD and upscale the resolution to 720.

Margaret: Okay.

Pam: Now, I have done side-by-side comparisons. Now, the typical consumer is not ever going to see a side-by-side comparison.

Margaret: Right.

Pam: But if one did, you would see a difference on the MovieMate 72.

Margaret: Okay.

Pam: In addition to the higher resolution it has 20% more brightness.

Margaret: Okay.

Pam: So it's 1200 lumens. It has greater contrast, so you've got a good 1000:1 contrast.

Margaret: Oh, very good.

Pam: And what contributes to the perception of a higher quality image, when you look at an image subjectively and say image A or image B is better, it is not just the resolution.

Margaret: Right.

Pam: It is a combination of the contrast, the brightness, the resolution, and all of that contribute to your feeling that you're seeing a better quality image.

Margaret: Right.

Pam: Now, MovieMate 72 has a quad speaker system, so it's got four speakers instead of MovieMate 50 which has two speakers.

Margaret: Okay.

Pam: It also has a unique feature which is a swivel base, and the swivel base is where you load the DVD.

Margaret: Right.

Pam: And you might wonder, well, why in heck would I be swiveling that thing around? And why it would matter to you is that if you were projecting from inside an entertainment center where you have shelving, it would be handy to have it be front loading.

Margaret: Right.

Pam: So that you could easily put the DVD in and take it out.

Margaret: Right.

Pam: But if you were sitting in a living room where you had the MovieMate 72 on a coffee table in front of you, you might want to load the DVD from the back, so this gives you the flexibility.

Margaret: Right.

Pam: But part of the engineering ingenuity that Epson has built into the product is that if you swivel it, it has the internal memory to figure out what is the left speaker and the right speaker, and that swivels.

Margaret: No kidding.

Pam: Yeah, left and right will swivel along with the swiveling, so that's just – it's one of those things that if –

Margaret: That's amazing.

Pam: If you care about audio, this will matter to you.

Margaret: Right. Well, and the swivel base is really a big reason why the MovieMate 72 is my favorite. It's my little tiny living room. I really can't put it on the table in front of me as I had to do with the older MovieMate models because I had to access the DVD drawer from the back while the MovieMate was projecting out the front. With 72, I can put it on a shelf behind my couch and I can swivel the base so that I can access the drawer from the front, I have the speakers pointing out towards the front and not towards the wall, so it's just perfect in my implementation

Pam: Exactly, and that kind of versatility is what Epson is known for, and they have built that into the MovieMate 72. In addition, MovieMate 72 has the lens shift capability.

Margaret: Right.

Pam: So it will – if you are placing the projector in a place where it's not directly in front of your screen or your wall, maybe there's some sort of obstruction or there's some reason that you have to project to one side or the other, it allows you to shift horizontally 25%.

Margaret: Wow!

Pam: And shift vertically up or down 50%.

Margaret: Wow!

Pam: So you can manipulate where the center of that image is very easily. Now, both MovieMate models have keystone correction, and what this is, if you're not projecting directly straight onto the screen or onto a wall, you may get some distortion where the top or the bottom is wider than the other end.

Margaret: Right.

Pam: And keystone correction is a little knob and you just turn it and it squares up the picture so that you don't have that distortion.

Margaret: Perfect.

Pam: And that is handy to have that built in. Now, both the MovieMate 72 and MovieMate 50 have two years warranty plus private-line telephone support.

Margaret: Great.

Pam: And this is a unique number that is provided to the consumer. It comes on a little uh, it looks like a little credit card.

Margaret: Okay.

Pam: And it has that private line number and with that, if you have any questions and you have an immediate need to know, you can call that private line and you can get priority technical support.

Margaret: Excellent. So, Pam, I have to tell you, I took the MovieMate 72 that I have in my product fleet with me on vacation at Thanksgiving and we actually watched Live Free or Die Hard, which was just incredible. The sound was amazing on that.

Pam: And there's a lot of sound on that movie.

Margaret: There is a lot of sound on that, including coming from the audience, because we were all yelling along with it as though we were in a movie theater. It was pretty remarkable. Does – I didn't have a carrying case for it, which wasn't a problem. It was real easy to carry along with me anyway, but I'm just curious, is there a carrying case available for it?

Pam: There is. There is an optional rolling case.

Margaret: Okay.

Pam: So it's wheeled and it has an extensible handle like typical rolling travel cases.

Margaret: Oh, nice!

Pam: It also has a side handle, so if you wanted to carry it like a suitcase, you could do that as well. And it's padded and has compartments for your remote and your AC power cord.

Margaret: Oh, very good. That's a nice option.

- Pam: So that is available as an optional product. Now, MovieMate 50 being a smaller size, it has what I call the Body Glove of carrying cases, the little stretched neoprene.
- Margaret: Okay, very good. So, Pam, are there any other differences between the MovieMate 50 and 72 that I should know about?
- Pam: Well, the MovieMate 72, because it offers high-definition resolution of 720p, it has an additional connection port which is called HDMI.
- Margaret: Okay.
- Pam: And that stands for high-definition multimedia input, and this is the kind of a high-definition cable connection that you would use if you wanted to connect MovieMate 72 to your set-top box.
- Margaret: Okay.
- Pam: And pull down some high-def broadcast or movies or whatever that are coming over either your satellite or your cable network.
- Margaret: That's perfect, so you have true HDTV through MovieMate 72 from your cable box or whatever because that HDTV is at 720p.
- Pam: Yes, 720 some networks consider that high definition. There are fewer networks that do the 1080p.
- Margaret: Right.
- Pam: And if you had a 1080p signal, MovieMate can only project to the maximum of its resolution which is the 720.
- Margaret: But it can handle taking in that 1080 signal and still project at 720.
- Pam: Yes, it can.
- Margaret: Excellent.
- Pam: Yes, it can. However, you should realize that even though the MovieMate 72 is a high-definition combination projector/DVD player, you cannot play a Blu-ray or HD DVD in the DVD player in MovieMate.

Margaret: Right, but you could hook up via HDMI to your Blu-ray player. Excellent.

Pam: Yes, you could and have a very big, big image.

Margaret: Excellent.

Pam: So you can do that with the MovieMate 72. And like the MovieMate 50, it also has a USB port and they both have VGA connectors. And if you insist, (Margaret laughs) you can connect your PC or Apple computer and you can show content from your PC.

Margaret: And some folks will do that.

Pam: Some people will insist on that, that is true. That is true.

Margaret: So not a bad thing to have.

Pam: No. And if you have a digital music player like an Apple, Apple iPod, you can connect that and use the MovieMate speakers as your external sound system.

Margaret: And they are great for that. I have actually connected my own iPod.

Pam: It's great for parties.

Margaret: It is.

Pam: If you have your playlist and you want to use MovieMate and you can show some photos from the family vacation, and hopefully everyone is not going to fall asleep.

Margaret: Exactly.

Pam: You can have a great time. In fact, I had visited some cousins in Texas and I had not been able to attend the wedding of my youngest cousin, but they had the wedding DVD. So I had my MovieMate 50 with me because, you know, it's small and has my little handle.

Margaret: Exactly.

Pam: And I'm looking around in the house, where I can project, and what we did is we took the painting down over the fireplace and we had a big wall over the – because this is a Texas home so they had high ceilings and big walls.

- Margaret: It's a big house. (Laughs)
- Pam: And so, we projected over the fireplace, and I have an elderly cousin who is in her 80s and, of course, she had never seen anything like this, but she said to me, she said, "This is the second time I've seen the wedding video but the first time it was just on a small TV." And she said, "Seeing it now, I am seeing things I missed before."
- Margaret: I'll bet.
- Pam: Just because it's bigger.
- Margaret: That's amazing.
- Pam: And so I thought, well, gosh, that's another benefit of one of those MovieMate products.
- Margaret: Exactly, and what we did when I took it away on Thanksgiving with me, there wasn't a big blank white wall to project on. We had green walls or we had their mantel which wouldn't work, so we actually taped up a white sheet and it looked fantastic. It was really remarkable.
- Pam: It is remarkable because you don't need a perfect surface onto which to project your movie or whatever it is that you're watching.
- Margaret: Exactly.
- Pam: But, you know, Epson offers the Duet portable screen.
- Margaret: Which is wonderful.
- Pam: And that works in both 4:3 and 16:9 widescreen format.
- Margaret: Right.
- Pam: And it folds up and has its own hard carrying case, so that's something that you could take with you, too, if you're going to your vacation home.
- Margaret: Absolutely.
- Pam: Or going to someone else's home. And what I've said to people is, hey, if I'm going to Grandma's, I don't need to worry about how high tech her home is. And

it probably isn't that high tech. I can just bring MovieMate along and we can have a great high-tech, high-definition with MovieMate72.

Margaret: Yep.

Pam: And definitely a very highly enjoyable experience with both MovieMates.

Margaret: Exactly. And actually, the people where I went to Thanksgiving, they're all campers and they all have travel trailers. Their remarks were that they could take a MovieMate with them in their trailer and entertain the entire group that –

Pam: Campground.

Margaret: Exactly.

Pam: I hope they invite me.

Margaret: I hope they invite me, too. (Both laugh.) Well, thanks so much for your time today, Pam. This is great.

Pam: Thank you, Margaret. I really enjoyed it.

(Jingle music)

Margaret: Remember, you still need to take this month's podcast quiz in order to be entered into the weekly drawing for a \$500 Epson Store gift card. Every week, each unique Knoware University quiz you take and score 100% on gets you an entry into the weekly drawing.

To find the podcast quiz, visit the final exams section located in the Student Center of Knoware University. On the final exams page you'll see a special quiz listed for the February 2008 podcast, right below the link for the regular Knoware University quiz for February. Score 100% on the podcast quiz and you've got one entry into the weekly drawing. Be sure to take the regular Knoware University quiz to get an additional entry.

Well, that's it for this month's Knoware University podcast. Join us next month for another new Knoware University podcast with another Epson product expert and more chances to win great Epson prizes.

Until then, this is Margaret from Epson. Thanks for listening in and thanks for selling Epson.

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