

Epson Knoware University Podcast Featuring Epson Projector Technology August, 2008 Transcript

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By scoring 100% on the Knoware University podcast quiz, you'll receive one entry into the weekly drawing for a \$500 American Express 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 August, 2008 -- and on this month's podcast, we present an encore of our 3LCD technology podcast -- and you'll learn how you can enter to win a \$500 American Express gift card. That's coming up at the end of today's show, so keep listening for all the details.

And now an encore presentation of our April 2008 podcast on 3LCD technology.

Epson is the world leader in projector sales and has been manufacturing LCDs since the 1960s. Epson's leadership position in projector manufacturing makes an Epson projector a great choice for your customers. To find out more about projector technology, I spoke to Heather, Epson's projector expert.

So welcome to the Knoware University podcast, Heather!

Heather: Hello.

Margaret: What I was hoping to talk about this month, to clarify for the listeners, is a little bit of something about multimedia projector technology, because to me these projectors have always seemed a little bit like a magic box. You plug your computer into it and all of a sudden great pictures show, (Heather laughs) and it's

a little cryptic on how to know how they work. So I thought maybe we could talk a little bit about the technology instead of a specific model.

Heather: Okay. It sounds great.

Margaret: Great. So I know one of the things that confuses a lot of people in projector technology is resolution. They see these acronyms, they see these numbers, they don't necessarily know how to tie them together or what they mean, so maybe we could start off with that.

Heather: Okay.

Margaret: What resolutions does Epson offer in projectors?

Heather: Currently we have SVGA, XGA and WXGA.

Margaret: Okay.

Heather: The difference among them all is the number of pixels that is shown on the screen.

Margaret: Okay.

Heather: So the SVGA is the entry-level resolution and it is 800 by 600 pixels.

Margaret: Okay.

Heather: And it's perfect for basic presentations where a spectacular image is wanted but it's not necessarily required. It's great but you can't see every nook and cranny.

Margaret: And if I'm not mistaken, PowerPoint is pretty much optimized for 800 by 600, for instance.

Heather: I think so.

Margaret: Yeah, so it's a good match for that.

Heather: It's perfect for PowerPoint, yes.

Margaret: Exactly. So what would XGA give you?

Heather: XGA gives you better resolution and you can see the difference. And it has 1024 by 768 pixels shown and it is the step up. The XGA is usually used for the business setting.

Margaret: Okay.

Heather: But it's great. You can use every – it's like the standard TV. You can use widescreen or you can use the normal 4 by 3 format which is the XGA.

Margaret: Okay.

Heather: And you can show videos on it as long as you change the resolution so that you're not missing information.

Margaret: Gotcha.

Heather: So you can watch videos or you can do presentations or whatever you'd like.

Margaret: Okay. And I know in the past when I have talked to photographers, the XGA has usually been better for their uses because they want as much data as they can get to show.

Heather: Yes.

Margaret: Okay, great. So, now, WXGA, I assume, is kind of a derivative of XGA. Is that right?

Heather: Yes. It's the wide version of XGA, for lack of better ways to putting it. (Margaret laughs) It's 1280 by 768, so you'd get more pixels width wise.

Margaret: Okay.

Heather: And this one is for the DVD formats that are the widescreen formats.

Margaret: So it sounds like that would be good for either a DVD player or hooked up to a computer that's playing a DVD.

Heather: Yes, and more and more notebooks are coming out with WXGA screens on them, so it's perfect for those as well. While our XGA will change aspect ratios either via the remote or the menu.

Margaret: Right.

Heather: So you can use it for both. We're providing more and more WXGA because more and more notebooks are coming out with that format as well as more and more people are using them for videos.

Margaret: Right. And it matches that perfectly, so that's very, very good. And of course, one of the specifications everybody talks about is brightness.

Heather: Of course.

Margaret: And I understand that not only do we want to consider the brightness when projecting a white image but we need to consider how bright a projector is when it's in color.

Heather: Definitely.

Margaret: How often does anybody ever show a white screen unless you're doing hand shadow puppets or something?

Heather: (Laughs) That's correct. Even PowerPoint slides usually have some color on it. Even if it's only lack of color, which is black, you still have the difference.

Margaret: Exactly.

Heather: The 3LCD group submitted for a standard certification something we're calling Color Brightness.

Margaret: Okay.

Heather: And basically what it does is it's the same exact measurements used to measure the white on the screen in different areas of the screen to come up with the lumens. We have followed a standard called ISO 21118.

Margaret: Okay.

Heather: And basically that's just any kind of typical standard that you'd have to follow in any kind of industry.

Margaret: Right.

Heather: So we're doing that now with the color. We're measuring the color lumens at each individual section of the screen. The screen is basically put up into nine blocks.

Margaret: Okay.

Heather: So we take a lumens reading at each section in each of the primary colors, the red, green and blue.

Margaret: All right.

Heather: So on 3LCD technology all of the lumen ratings match. The white brightness includes the same as or is the same as the color brightness.

Margaret: Okay. And I imagine that's because with 3LCD, you're using all of the light all of the time to project the colors, where with other technologies you might be segmenting out a color at any given split second. Is that right?

Heather: Yes, that is correct.

Margaret: Okay, very good. So I can see now why the color lumens rating would be as important as the white lumens rating, and I can see why they would match on 3LCD.

Heather: Yes.

Margaret: Very good. So, Heather, obviously as a trainer, I'm on the road pretty frequently and I have to take a projector with me now and then, and I am one of the fortunate ones that has one of the highly portable projectors. I have the 1705c that I get to use.

Heather: Okay, great.

Margaret: Yeah, it's very nice, three and a half pounds. It's really a pleasure to carry. We have a lot of models that are portable – maybe not as highly portable as that but we have a lot of models that are portable. How does Epson stand up in that?

Heather: We have several different models that are considered portable. We have everything from the S5 to the 77c, which are considered portable and they're six and a half pounds, around there. Then we have the 83/822 which are 6.5 to 6.9 pounds.

Margaret: Okay.

- Heather: And they're all portable if you want to just move them from room to room; it's quite easy to do so. But now, if you're a road warrior and you're on the road all the time, you want something a little lighter than that, so we have the 1700 Series that has 3.5 and 3.7 pounds.
- Margaret: Right. And they really are a pleasure to carry, though I carried an S5 for a while and it wasn't bad either.
- Heather: No, it's just not quite as compact.
- Margaret: Exactly, great. And then I know we also have some projectors that we wouldn't really necessarily consider portable, for instance, the –
- Heather: 1800 Series.
- Margaret: 1800 Series – a little bit bigger, lots brighter.
- Heather: Yes, and it has a lot more features.
- Margaret: Great, and probably very good on a cart in an educational setting. Is that right?
- Heather: Yes, definitely. A lot of people use them for carts for conference rooms, for boardrooms, and some people even install them in the ceilings.
- Margaret: Oh, I can imagine that. So they'd even be great for larger lecture halls.
- Heather: Yes, at 3500 lumens, the 1800 Series is great for bigger, larger environments.
- Margaret: Perfect. And then, of course, we have a handful of projectors that are offered through our pro AV channel that are even brighter and even larger, but they're almost exclusively in installed situations, right?
- Heather: Yes, that's correct.
- Margaret: Great. And I know there are multiple ways you can connect to these projectors. What are some of the different ways I can connect something to the projector?
- Heather: Well, you can do it the old-fashioned way which is the VGA cable which is quite common. Almost everybody has one. It's quick and it's easy. Then we have a new thing that we have added to our projectors, for a lot of our projectors anyway. It is the USB cable.

- Margaret: Oh.
- Heather: Everybody seems to have one of those.
- Margaret: Right.
- Heather: And you connect it to your notebook. It downloads software the first time only and it takes about 30 seconds.
- Margaret: Wow.
- Heather: Then you're away and ready for the next time you use it.
- Margaret: I haven't tried that before. That's great. So I have noticed that most or maybe even all of the projectors have RCA jacks on them, like I hook up my DVD player to my older TV.
- Heather: Yes. Almost every one of them does. They have the video and the left and right speakers.
- Margaret: Great. So you want to hook up a DVD player.
- Heather: Quick and easy.
- Margaret: Quick and easy. And even, I guess I could see in an education environment, somebody might actually have an old VCR that they are using, that they could hook up that way.
- Heather: Believe it or not, there's a lot of people out there still using VCRs. (Laughs)
- Margaret: Right. And if I'm not mistaken, a couple of our projectors have built-in closed-captioning decoders, right?
- Heather: Yes. Yes, we do. That way it saves you the cost of buying an external decoder. A lot of our education customers or anybody that's appealing to a larger audience or diversity of audience such as churches or schools or anybody like that, and they want to accommodate some of the people that are hearing impaired.
- Margaret: Right.

Heather: Closed captioning is perfect because not only does it give you things like the subtitles do; it also tells you when a phone rings so that person could imagine the sound instead of hearing that and just catching the voices.

Margaret: Very good.

(Jingle music)

We'll hear more of our interview with Heather telling us about Epson projector technology 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 American Express gift card. And be sure to take the online courses this month on Knoware University. Four lucky Knoware University Students will win a \$500 American Express 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 American Express 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 Heather, Epson's 3-chip LCD projector expert, at Epson headquarters in Long Beach.

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So, Heather, we've been talking about all of the ways you can hook up a projector with a cable. I know my 1705c also has wireless and we have a couple of other models with that as well, right?

Heather: Yes, we do – the 1715 and the 1825.

Margaret: That's great. And this has actually proven really useful for me. I'm one of those people who takes my MacBook Pro on the road and I tend to forget the dongle that lets me hook up via the VGA connector.

Heather: Okay.

Margaret: So having the wireless is a big benefit, but I imagine there are other benefits to that as well.

Heather: Definitely. There's many benefits to having wireless. We have a lot of schools in particular that can't run cabling because of the old structure of the building.

Margaret: Right.

Heather: So if they connect wirelessly to the projector in the front of the room or in the ceiling or whatever, they can just run it or connect it wirelessly after they install our software that comes with the projector.

Margaret: Okay.

Heather: And also with the new model, the 1825, you don't have to load any software if you don't like. It's Windows Vista compliant.

Margaret: Oh, really?

Heather: Yeah, so you can just go in and set it up that way and it takes about two seconds. You just select which projector that you want to connect wirelessly and go on your way.

Margaret: Oh, that's great. I know I did install the software for the wireless connection. I was glad I did the first time I left without my little adapter cable.

Heather: I bet. (Laughs)

Margaret: (Laughs) And it's just – it's so easy. You just run it. It looks for the projector. It finds it. You click on it and say connect.

Heather: Yes.

Margaret: Super easy, so folks don't have to be intimidated about how they're going to find it wirelessly. It's just a real simple thing to do, even on the ones where you need the software.

Heather: Correct.

Margaret: But it's great that the 1825 doesn't even need the software.

Heather: Now you simply select the NS connection software and start it up. You don't even have to go to the configure screens for networking like most people think you have to. It's much simpler than that.

Margaret: Excellent. So, I know on these there are also some extra little features that make these a little bit easier to use maybe for the novice user. What are some of those?

Heather: Almost every one of our projectors has an AV mute slide which basically is the lens cover. It's built right into the projector.

Margaret: Uh-huh.

Heather: So you simply slide it over and then you can turn on the projector or you slide it closed when you want to pause in your presentation.

Margaret: Great. And I know it not only just covers the lens but, if I'm not mistaken, it takes it into a lower power mode as well.

Heather: Yes, it does, so it saves energy that way and also lowers the fan noise so that you can talk more easily over it or have another conversation on the side.

Margaret: Great.

Heather: They've got two of the best features right there. (Laughs)

Margaret: That is a very nice feature. What are some of the other nicer little add-ons?

Heather: Well, we have Instant Off and Instant On technology. The Instant Off is our trademark. Basically when you press the power button you confirm you want to turn the power off and within a couple seconds you have the power off for the projector. There is no fan running and you're ready to go on your way. You pack it up and leave.

Margaret: That's great, and that's a big feature for me. I go to a lot of external customers and present there and folks always want to be helpful. And with our older projectors, several times I had folks helping me tear down who would actually, not realizing they shouldn't do it, they would unplug the projector before it was done cooling off.

Heather: Yes, which can hurt some projectors.

Margaret: Exactly. With the older projectors, I never had a problem but it always made me very nervous when that would happen. So now I hit the power button twice and it's off within just a very, very quick period of time, before anybody can jump up and actually unplug it.

Heather: Definitely.

Margaret: And I know it's also Instant On.

Heather: Yes, it is. It comes on in a couple seconds, you'll start seeing the light shine. It varies from projector to projector but it's quick and it's easy.

Margaret: Right, so you can almost, if you're running late somewhere, you can walk into a meeting and quickly fire it up and you're going really fast.

Heather: It also helps the presentation jitters, so you're not standing there waiting, fumbling with your papers. (Laughs)

Margaret: That's a really good point as well.

Heather: Another feature is on the 1825 and 1810. We have a quick setup feature. Basically you press the button, you line the image up to the screen. It has a little white outline of a box and you select that a little larger than the actual screen area.

Margaret: Okay.

Heather: Press the button again and it automatically adjusts for keystone correction and it focuses it on right in the middle of the screen, so you have a perfect image lined up with that individual screen.

Margaret: Wow, without you having to do all kinds of zooming and zooming out and adjusting keystone correction and all that.

Heather: Exactly.

Margaret: That's fantastic. What a nice feature.

Heather: All in within six seconds.

Margaret: Wow. That's a great feature. So you mentioned that the 1810 and 1825 have the auto-setup feature correct for keystone. I think pretty much every Epson projector has keystone correction of some type, right?

Heather: Every one from the PowerLite 77 up has automatic keystone. So basically when you come into a room, you adjust the little foot for the height of the screen. It will adjust for that.

Margaret: That's great. You don't – again, it's no monkeying around and you're ready to go instantaneously.

Heather: Correct.

Margaret: Excellent. So I know all of our projectors have speakers built into them but, for instance, I know my 1705, that's only about a 1-watt speaker. So if I really was looking to do big sound, I'd probably take external speakers.

Heather: That's correct.

Margaret: Right, and then the others are a little stronger, if I'm not mistaken, some of them?

Heather: Yes. We just launched the 83-plus and the 822-plus and they have 10-watt speakers.

Margaret: Okay. So that would be really effective for doing sound through. Ten watts is very good.

Heather: Yeah. You can hear over the students in the classroom or the people you're talking to who are not supposed to be talking during a meeting. (Laughs)

Margaret: Exactly. You can power them out with those speakers. Excellent. I know Epson has always strived to do well with lamp life. What are our lamp-life ratings like on these?

Heather: On most of the lower end projectors we're getting up to 4000 hours of lamp life.

Margaret: Wow.

Heather: Yes, it's great because we had tried to keep as environmentally friendly as possible and we also want to present a value to our customers.

Margaret: Right.

Heather: So we really work on that. With the Instant Off and some of the other features, it enables us to do that. That's with the E-TORL lamp design. We have a special lamp design in order to do some of these things.

Margaret: Okay.

Heather: For the S5, 77c, 83 and the 820-plus, they all get up to 4000 lamp life.

- Margaret: Wow, that's great.
- Heather: And then they also have lamp prices that range from \$199 to \$299, and then some of the portable ones have a more sophisticated design and cost a little more than that.
- Margaret: Okay, so not only do they give you a nice extended lamp life but they don't cost that much to replace either.
- Heather: Yes, that's correct.
- Margaret: Great. And I am one of those people who is very conscious of the cost of replacement items, so I tend to run my projector in low-brightness mode and it looks great in every fully-lit conference room I have ever been in.
- Heather: Great. Yes, a lot of people do choose to do that to save money.
- Margaret: Right. So that 4000 hours is very achievable with these projectors.
- Heather: Yes, it is.
- Margaret: That's fantastic. So, the lamps not only have a longer life but, if I'm not mistaken, they help the machines overall be lower power consumption?
- Heather: Yes, they actually are designed with the E-TORL technology and it's Epson-patented technology. And it allows us to run a lower wattage lamp which consumes less power and the whole projectors are designed to run at a lower wattage to help save money and energy.
- Margaret: Excellent. What else is Epson doing to help the environment?
- Heather: We have all of our packaging made for the projectors that are 97.6% recycled material already.
- Margaret: Wow!
- Heather: And they're 100% recyclable.
- Margaret: Oh, that's fantastic, so that is eliminating a lot of waste that comes from making new packaging from new paper products.
- Heather: Definitely.

- Margaret: Excellent. And I know Epson offers just an outstanding warranty on all of their projectors. What is the warranty policy?
- Heather: A standard warranty on all our products is a two-year limited warranty. We have a 90-day lamp warranty.
- Margaret: Okay.
- Heather: And we have a road service program. So when you're on the road, if you have a problem with your projector or you're in your office, wherever you seem to find yourself, we will replace your product within one business day with another product.
- Margaret: Wow.
- Heather: You package it back up in the container that it comes in and make sure it's secure, of course, and then ship it back to us and we pay shipping both ways.
- Margaret: Wow, that's great. So you would be up and running within 24 hours of when it goes down.
- Heather: As long as it's not over a weekend, but yes, one business day. (Laughs)
- Margaret: Right. That makes sense. That's great. And these items are obviously used in situations where being up and running could be critical.
- Heather: Yes, definitely.
- Margaret: So having a quick turnaround like that is a huge feature.
- Heather: Yes, it is. And we also have a private line which is a dedicated tech support line that if you have a problem with your projector, you call in on the 800 number on that card, and we have a dedicated staff here that just knows about projectors that can help you as quickly as possible.
- Margaret: That's a really great way of supporting our customers.
- Heather: Yes. We think it is.
- Margaret: And I know there are also a number of accessories that can be bought for these, for instance the Duet Screen is very popular.

Heather: Yeah. It's a little portable screen. I think it's about 24 pounds and you can just put it up anywhere. It stands on like a tripod and it pulls out to either 4 by 3 or 16 by 9, which is the XGA or WXGA size images.

Margaret: Right.

Heather: We also have a full line of carrying cases and mounts.

Margaret: Excellent. And mounts, if I'm not mistaken, there is a universal mount that works with almost all of our projectors.

Heather: Yes, there is. It works with all of our Epson projectors.

Margaret: Great. So there is just one model to carry for all of our projectors to work with. Well, this is fantastic information. Thanks so much for your time today, Heather.

Heather: Thank you. It was a pleasure being here.

(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 American Express gift card. Every week, each unique Knoware University quiz you take and score 100% on gets you an entry into the weekly drawing.

You'll find the August 2008 podcast quiz listed in the final exams section of Knoware University. Score 100% on the podcast quiz and you've got one entry into the weekly drawing.

If you want to learn more about 3-chip LCD technology, check out the July 2007 Knoware University course in the "Past Courses" section of the Knoware University classroom. Passing that course's quiz with 100% will get you yet another entry into the prize drawing for a \$500 American Express gift card.

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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