

**Epson Knoware University Podcast**  
**Featuring MovieMate 55**  
**November, 2008**  
**Transcript**

(Jingle music)

Pam: A full 97% of MovieMate owners said they were satisfied or extremely satisfied with their purchase.

(Jingle music)

Margaret: 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 November 2008, and on this podcast you'll learn about Epson's new MovieMate 55, and 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.

(Music ends)

Epson's MovieMate products have become extremely popular with customers who want to take their movies on-the-go. The MovieMate 55 is the newest product in this series.

To find out more about the newest addition to this fun line of products, I spoke to Pam, Epson's MovieMate product expert.

Welcome to the Knoware University podcast, Pam!

Pam: I am glad to be here, Margaret.

Margaret: Well, we're glad to have you back. We had you in the studio about a year ago, I think, talking about MovieMate 50, if I'm not mistaken.

Pam: That's correct. So now we're going to talk about MovieMate 55.

Margaret: Right.

Pam: We're now on the fourth generation of MovieMate combination projectors.

Margaret: It doesn't seem possible, does it?

Pam: No, but it's a technology and an application that people are really enjoying using.

Margaret: I'm one of your biggest fans. I've got a MovieMate 72 sitting at home that is on loan to me but hasn't been in the office for the better part of a year because I refuse to let it go. [Both laugh.] I love that thing.

Pam: I know. It's so versatile, you know, watching movies or connecting a video game console, especially you can connect Nintendo Wii.

Margaret: Right.

Pam: It's got the native 480p graphics which is what MovieMate 55 is.

Margaret: Which is perfect.

Pam: The signal just passes through directly. But let's recap what MovieMate is about.

Margaret: Right, let's do that.

Pam: Okay. MovieMate 55, as I mentioned, is the newest product in the line. It replaces the MovieMate 50.

Margaret: Okay.

Pam: And the MovieMate 55 is a combination projector, DVD/CD player and speakers, all in one unit. So as long as you have electricity, you just need to plug it in.

Margaret: Exactly.

Pam: You don't need to connect any external equipment.

Margaret: That's great.

Pam: And we just completed phone interviews with MovieMate owners.

Margaret: Okay.

Pam: And we asked them, you know, why did you buy MovieMate? And, Margaret, they were not looking to buy a projector per se; they bought it because it was an all-in-one combination unit where the speakers and the DVD player were built in.

Margaret: Okay.

Pam: And their primary reason they bought it is to watch movies.

Margaret: Really. So they didn't go in looking for something to hook their game console up to or looking to hook their cable box into it.

Pam: No.

Margaret: They wanted to watch movies on it.

Pam: They wanted to watch movies and what we found about where they watched these movies is half of them do use it in their backyard.

Margaret: Really?

Pam: So they do the backyard theater when it's not too cold or not too many bugs out.

Margaret: Exactly.

Pam: And another 50% use the MovieMate at someplace other than their home, so maybe at a Boy Scout meeting or a friend's birthday party.

Margaret: Okay.

Pam: So between the two, 75% are using it outdoors in the backyard or at another place besides at home.

Margaret: Okay, or both, I assume.

Pam: Or both.

Margaret: Some of them probably do both.

Pam: Exactly.

Margaret: Gotcha.

Pam: Some of them do both, and it just proves what we've been saying about MovieMate, that it lets you take your entertainment with you.

Margaret: Exactly.

Pam: So to think about it, if you are going off to college, you're going on a ski vacation, it is better than any flat-panel TV, because if you've installed a television recently, you know that wherever you put it, that's where it stays.

Margaret: Exactly.

Pam: Whereas MovieMate, you can take it with you and it's very, very portable. The MovieMate 55 only weighs 8 pounds.

- Margaret: Oh, that's great.
- Pam: And it has a built-in handle.
- Margaret: Right.
- Pam: So it's very, very portable and, as I said, if all you need is a power outlet, you can really, really knock the socks off your friends.
- Margaret: Right, and I have taken the 72 on vacation with me, and it's not bad but it is bulkier, a little heavier, and it doesn't have that nice handle that the 55 has.
- Pam: It doesn't have the handle, but as we call it, MovieMate 72 is the big brother to MovieMate 55.
- Margaret: That's fitting.
- Pam: And as the big brother, it's got quad speakers. MovieMate 55 has two stereo speakers.
- Margaret: Okay.
- Pam: And the MovieMate 72 does upscale the resolution to 720. It plays standard definition DVDs but it outputs it in the 720 resolution. So as a step-up, this is also available to customers.
- Margaret: Okay.
- Pam: But for ease of use and great value, the MovieMate 55 is sure to be a big seller for the holidays and beyond.
- Margaret: Right. I've got friends who camp a lot and it would really suit their uses when they go out camping.
- Pam: Oh, it's fun. You project it big. You can project an image, we say, up to eight times larger than a 40-inch television.
- Margaret: That's amazing.
- Pam: And 40 inches is becoming more common but is still very large.
- Margaret: Right.
- Pam: So that's a full 120-inch diagonal and that's a 10-foot diagonal. That is one big image.
- Margaret: That's a garage door for a lot of people.

Pam: It's a garage door; it's the side of your house. It can be on any blank wall, or you can use a projection screen.

Margaret: We hung up a sheet at my friend's house and it worked great.

Pam: That'll work, too. It's amazing how forgiving the screen surface can be when you're using MovieMate.

Margaret: Yup.

Pam: One of the things that is new with the MovieMate 55 is that it is 20% brighter than the previous version.

Margaret: Okay.

Pam: So when we talk about brightness, we're not just talking about how bright the white light is. We're also talking about the brightness of the color, and the color spectrum is the full gamut of color that you see in nature.

Margaret: Right, because you don't just tend to project a white image.

Pam: That's rare.

Margaret: We project in color most of the time.

Pam: Although I will say that a handy feature that I think is enormously clever is the coffee break filter on MovieMate.

Margaret: Oh, yes.

Pam: There is a button both on the remote control and on the unit, and it's a little coffee cup, and you press it and it gives you just the white light.

Margaret: Yup.

Pam: And you might want to use this if you want to take a break in the movie and get some more popcorn and you don't want to trip over your dog that's laying at your feet.

Margaret: Exactly.

Pam: So it gives you just enough light not to do any damage.

Margaret: Maneuver through the room, exactly.

Pam: Exactly. That's when you see the white light. But the rest of the time, you're usually seeing moving images and you want to see it in natural colors, you want to see it in bright colors, and MovieMate lets you do that. And because it projects such a big image, you get a more cinematic feel.

Margaret: Okay.

Pam: And that's one of the benefits of MovieMate. But primarily people are buying it to watch movies and they're buying it because it's all in one unit.

Margaret: Right.

Pam: They don't have to connect any other equipment, although they can.

Margaret: Absolutely. If I'm not mistaken, not only can you connect a game console,

Pam: Yes.

Margaret: You can connect an MP3 player.

Pam: Yes, just like an Apple iPod.

Margaret: You can connect external speakers.

Pam: If you want to pump up the volume or you want to get the sound through your own stereo equipment, you can do that.

Margaret: That's for that smaller percentage of people who are using it only in their home, I would guess.

Pam: Well, yes. If you're taking it with you, it's a little harder maybe to transport speakers.

Margaret: Right.

Pam: And it's got two 8-watt Dolby Digital speakers built in with DTS Surround Sound.

Margaret: Not shabby at all then.

Pam: So you're getting pretty good sound out of it.

Margaret: Right. Very good. So then I would guess you can also connect a cable box, if you wanted to do that.

Pam: You can.

Margaret: Or your satellite receiver.

Pam: You can do that, if you have the big game that you want to be watching on a larger screen.

Margaret: Right.

Pam: It is versatile that way. It's got all kinds of connectors in the back. And if you insist, you can connect your computer.

Margaret: Okay.

Pam: But really, the reason that people are buying MovieMate is, as the name suggests, it's to watch movies.

Margaret: That's great. So it really is well-positioned for that customer.

Pam: Well, it is and what we found, we always believed this but we found this in the research, that a full 97% of MovieMate owners said they were "satisfied" or "extremely satisfied" with their purchase.

Margaret: Wow!

Pam: So that means that if someone buys MovieMate, they're probably not going to be returning it.

Margaret: That's a remarkable satisfaction rating.

Pam: It's very high and we all love it.

Margaret: Right.

Pam: But it's nice to get the feedback from actual owners that they love it, too.

Margaret: Right. It's very easy for us to love the product. We work for the company. [Pam laughs] When we hear it from the people who are actually buying the product, that really is rewarding.

Pam: It means something. And as you said, Margaret, 97% is a phenomenally high satisfaction rate.

Margaret: That really is.

Pam: Yeah.

(Jingle music)

Margaret: We'll hear more of our interview with Pam telling us about Epson's fun new MovieMate 55 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 courses and scoring 100% on the quizzes.

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

(Music ends)

So we've talked about all the different things you can hook up to MovieMate, we've talked about the fact that it's 20% brighter than the 50, right?

Pam: The MovieMate 50, right.

Margaret: Uh-huh. So people are, when they buy a TV today, people are buying a widescreen TV. MovieMate is widescreen, isn't it?

Pam: Yes. You can project a 16:9 widescreen movie.

Margaret: Okay.

Pam: But it also does the standard what we call 4:3 aspect ratio, and you might want that if you were viewing a photo slideshow.

Margaret: Right.

Pam: So, you can, if you have a thumb drive, for example, and you put on almost like a play list of photos, you can put the thumb drive into MovieMate and maybe it's just background at a party.

Margaret: Oh, wow.

Pam: And you can set it to slideshow mode and it just cycles through the photos on the flash drive. If you have a soundtrack on there, it will play that music along with the photos right from the thumb drive.

Margaret: Oh, wow. That's another thing you can hook up, and I've actually never done that. I need to try that out.

Pam: It's great, especially at parties. I'm sure you've been at parties where someone is retiring.

Margaret: Right.

Pam: Or someone is getting engaged and they want to embarrass everyone with the –

Margaret: Baby photos, exactly. [Laughs]

Pam: The baby photos, whatever. You can do that just from a thumb drive so you don't have to connect anything else.

Margaret: That's great.

Pam: So that's a lot of fun. So that would be an example of when you might be using a 4:3 aspect ratio, whereas watching a movie, a widescreen format, you probably want to do it that way. So you can do that with MovieMate.

Margaret: That's great.

Pam: And if you're watching something that you maybe want to control access to if you have kids, so especially for the holidays or gift giving.

Margaret: Right.

Pam: You can restrict access for certain DVDs, so you can punch in codes so certain DVDs, they're not able to load.

Margaret: Oh, great.

Pam: And there's also a power button lock so you can lock that so someone is not inadvertently or intentionally running it more than you care.

Margaret: Oh, that's great. So if you're considering giving it as a gift at the holidays for a family with kids maybe, that's a further benefit to choosing MovieMate.

Pam: Yes, that's the parental controls.

Margaret: That's great. So does it come with any accessories?

Pam: Oh, I'm glad you asked. It does come with its own padded soft-sided carrying case.

Margaret: Oh, that's great.

Pam: So the handle just pops through on top, the handle that's built into MovieMate, but it has a little padded neoprene case that comes with it.

Margaret: Great, because the 55 is so portable, and obviously that's how people are using these.

Pam: Yes.

Margaret: So giving them that case is an added benefit.

Pam: Sure is.

Margaret: That's great. And what's the warranty like with MovieMate?

Pam: It's a full two-year limited warranty.

Margaret: Okay.

Pam: Ninety days on the lamp and that is typical. But then you might ask, “Well, what’s the lamp life?”

Margaret: Right.

Pam: And the lamp is rated at up to 3,000 hours.

Margaret: Wow!

Pam: So what does that mean? That means you would have to watch a fairly lengthy DVD movie every night for three years before you would get to that 3,000-hour lamp life.

Margaret: Wow! That’s a lot of movies.

Pam: A lot of movies, although I hear that in households with kids, you know, they might be watching the same movie over and over and over, [Margaret laughs] so you could hit that. You could hit a lot of movie watching in a short time, but it’s still –

Margaret: Exactly, but at least they can control the kids from watching it if they don’t intend them to.

Pam: That is correct.

Margaret: That’s great. So, yeah, not only would that then prevent them from maybe watching too much TV, but it prevents them from running your lamp more than you intend them to.

Pam: Exactly.

Margaret: That’s great. So what would a customer do if they needed service on their MovieMate?

Pam: Well, what’s really handy is we include like a little – it looks like a little credit card and it has a priority telephone support phone number.

Margaret: Okay.

Pam: So they bypass any queue.

Margaret: Oh, great.

Pam: They call that number, they go right to the front of the line, and they can talk to a technical support person if they have questions.

Margaret: Okay.

- Pam: If they need any kind of replacement, Epson stands behind it and will replace the MovieMate with an exchange program so that they don't have to wait.
- Margaret: Okay, that's great.
- Pam: But the MovieMate has been so reliable, that's the reason why we can make that kind of an offer, because we have not had many claims in that area.
- Margaret: Exactly. It sounds similar to the program we have for our data video projectors, and they're just so highly reliable that it –
- Pam: We can offer it.
- Margaret: We can offer it, exactly. It isn't prohibitive to offer it.
- Pam: Exactly.
- Margaret: Great.
- Pam: And I just wanted to reiterate that the technology that MovieMate is based on is the 3LCD, 3-chip technology.
- Margaret: Right.
- Pam: So LCD chips, people are probably most familiar with in televisions.
- Margaret: Exactly.
- Pam: Epson has a 3-chip technology which lets the MovieMate product deliver natural colors and clarity so that the image quality is much like the filmmaker intended you to see.
- Margaret: Right. So folks who are familiar with 3LCD technology, the great color they've seen all along, they're seeing it in this.
- Pam: Exactly. It's a reliable technology and helps produce natural colors that people want to see in movies.
- Margaret: Great. All right. So anything else we should know?
- Pam: Well, let me just recap, that Epson MovieMate 55 is the portable projector with DVD and music player built in, and you can watch a DVD movie up to eight times larger than a 40-inch television, and this would be in widescreen format.
- Margaret: That's so amazing.

- Pam: And is so easy to set up. Really, it is just plug, load and play.
- Margaret: It is.
- Pam: And because MovieMate 55 has a built-in handle and carrying case included, it helps make it even more portable going indoors to out or over to a friend's or vacation condo.
- Margaret: Yup.
- Pam: And with the two 8-watt speakers built in, you're going to have your sound with you, so it makes it very easy to take the entertainment wherever you go.
- Margaret: Right, exactly. You don't have to carry a whole lot with you. You know, Pam, you just mentioned something there that I had never thought before – the vacation condo. My family has a vacation home in Washington State and it never occurred to me this would be something great to take along to that.
- Pam: Oh, that would be perfect, and if you're going to visit elderly relatives, for example.
- Margaret: Uh-huh.
- Pam: For them to be able to see something in a large image, they will be able to see things they never saw before.
- Margaret: Right.
- Pam: I did that with elderly cousins and we were looking at a cousin's wedding video, and my one cousin who is in her eighties, she said, "You know, I saw things this time around that I never saw when we were looking at it on the television."
- Margaret: I bet.
- Pam: So this plays into something that we've been hearing more about, is that people are doing the staycation.
- Margaret: Right.
- Pam: So they're not giving up getting together with family and friends, but they're maybe not traveling quite as far.
- Margaret: Right.
- Pam: Or if they are taking that little road trip, they want to make it memorable, and so having MovieMate that you can take with you to show your family

vacation or your favorite video or, hey, I just got a new Nintendo Wii.

Margaret: Exactly.

Pam: And I'd like to play tennis with my cousins, you can set that up. And when you project an image that large, especially with the Wii games, it becomes more like a tournament.

Margaret: Right.

Pam: And your audience gets engaged in the action just because it is so big. And, frankly, it dominates the room so it's really a lot of fun for everyone, even if you're not yourself playing the game.

Margaret: Right, and I can imagine it would kind of change, even if you are actually staying at home, if you pull out the MovieMate and you're watching movies on it, playing Nintendo Wii and so on, it's changing how you view that vacation time at home.

Pam: It does. It makes it a different experience. And it may be a movie or a game you have played before, but once you see it, you know, in 100 or larger inch diagonal, it is a lot more fun.

Margaret: It changes everything.

Pam: I know just on a personal story, we had my mother-in-law over and she brought over a DVD of a family friend's vacation in Ireland.

Margaret: Okay.

Pam: And she doesn't have a DVD player and my husband said, "Oh, just get out the laptop." And I said, "It's such a small screen."

Margaret: Exactly.

Pam: I said, "Why I don't just get out the MovieMate?" So we got out the MovieMate, we just projected it on a blank wall, and it was fabulous. It was just more fun than gathering around a tiny little screen.

Margaret: And for your friend that doesn't have the DVD player, that must have been like reliving that vacation.

Pam: Well, she wasn't actually there, but she was able to enjoy it vicariously because there was actually – it was a photo slideshow, there was a little bit of video, and they had put a soundtrack on which was Celtic music.

Margaret: Oh, okay.

Pam: So it was just a lot of fun.

Margaret: That's great.

Pam: And I'll have to say that my friend who put together this little home slideshow maybe got a little too carried away with the special effects.

Margaret: Oh, no!

Pam: Because there were all these dizzying things. You're spinning in and out. But it was fun to watch and fun to listen to.

Margaret: Oh, that's great. Well, this is just great information. I think this is going to do really, really well for the holidays.

Pam: I'm optimistic about that, that people are going to want to make their time together with family and friends more memorable.

Margaret: Yup.

Pam: And MovieMate helps you do that, whether you're watching a movie or you're watching someone's vacation or someone's wedding, or you've got a little photo slideshow.

Margaret: Right.

Pam: Or you want to play a Nintendo Wii game, you can do that together and just have a big image and have a lot of fun.

Margaret: That's great. Well, thank you so much for your time today, Pam.

Pam: Oh, my pleasure. I appreciate you asking.

Margaret: Oh, we're always glad to have you here.

Pam: All right. Thanks, Margaret.

Margaret: Thank you.

(Jingle music)

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.

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 quiz listed for the November 2008 podcast. Score 100% on that quiz and you've got one entry into the weekly drawing.

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

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