

**Epson Knoware University Podcast**  
**Featuring PowerLite Home Cinema 6100**  
**December, 2008**  
**Transcript**

(Jingle music)

Marge: What's exciting about this product is it's finally we're bringing 1080p technology to the masses.

Margaret: Right.

Marge: And we're making it more reachable to the mainstream audience.

(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 December 2008, and on this podcast you'll learn about Epson's exciting new PowerLite Home Cinema 6100, 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 home theater projectors give customers a wide choice of products to suit nearly every home entertainment application. The new Epson PowerLite Home Cinema 6100 is sure to make a splash with customers looking for a high definition, 1080p, home cinema experience.

To find out more about this new projector, I spoke to Marge, Epson's Home Cinema product expert.

Welcome to the Knoware University podcast, Marge!

Marge: Thank you, Margaret, really good to be here.

Margaret: Well, we're really glad to have you here. I understand we have a new home entertainment projector out.

Marge: Yes, we do. It's the PowerLite Home Cinema 6100 projector.

- Margaret: All right. So, Marge, what makes a home cinema projector different from, say, a MovieMate projector?
- Marge: This particular model, the PowerLite Home Cinema 6100, unlike the MovieMate, this is actually a standalone projector.
- Margaret: Okay.
- Marge: And what's neat about this projector is it's 1080p.
- Margaret: Wow.
- Marge: So it's high definition, native 1080p resolution, so it's the highest resolution you can get on the market today.
- Margaret: And that's what Blu-ray DVDs project at, right?
- Marge: Correct. That's correct.
- Margaret: Okay.
- Marge: Blu-ray DVDs typically are high definition, and most of them are 1080 source and, therefore, you want to match, make sure that your input source which is the DVD player at 1080 matches your output which is your projector which is displaying a 1080p image.
- Margaret: I see. So if I was to hook my standard definition DVD player up to it, would it still be able to play that information?
- Marge: Sure, absolutely you can do that.
- Margaret: Okay.
- Marge: You could do that with the MovieMates and you can do that with this particular Home Cinema 6100 as well. It will upscale your content because it's capable of showing high definition.
- Margaret: Okay. What else can I hook up to a Home Cinema 6100?
- Marge: Well, you would have to, other than the Blu-ray player, or your DVD player if you don't have a Blu-ray player, you'd want to make sure that you have a good sound system to hook up with it.
- Margaret: Okay.
- Marge: And a screen if you don't already have one. You could also project it on the wall, provided it's a light enough colored wall and there's no reflectivity issues with the material of the wall.

- Margaret: Okay.
- Marge: But ideally you would want to have a screen to project the projector on.
- Margaret: Okay. What about – can I hook a cable box or a satellite receiver up to it as well?
- Marge: Absolutely. You can – let's say you want to watch TV with your projector. You can do all that.
- Margaret: Okay.
- Marge: I have a DVR box at home and I would just hook that up directly to the projector and I can, you know, effectively watch whatever content is on television through my projector.
- Margaret: Great.
- Marge: If I want to have a pretty large image, I want that large image experience, a more immersive experience, I can do that.
- Margaret: Right. You're watching the bowl games at the holidays.
- Marge: Sure, absolutely.
- Margaret: Or things like that.
- Marge: Sporting events.
- Margaret: That's where a lot of people I think would use that.
- Marge: Yes.
- Margaret: Very good. So now, I get the feeling, is this intended more for a true home theater type installation?
- Marge: Absolutely. What's exciting about this product is it's finally we're bringing 1080p technology to the masses.
- Margaret: Right.
- Marge: And we're making it more reachable to the mainstream audience, more accessible, because of the price point.
- Margaret: Right. What is the price on this?
- Marge: The price on this is \$1,999.
- Margaret: That's amazing.

Marge: It is, it is. We feel that is the magic price point, below \$2,000. That's what's going to get a more mainstream audience to start enjoying the benefits of a large-screen experience with a home projector.

Margaret: Right, because I've been looking for a television for my living room and I'm noticing 1080p, even at the 42-inch size, is still well over \$1,000.

Marge: Sure.

Margaret: So this could even maybe be a better choice for me.

Marge: Absolutely.

Margaret: I don't watch a lot of TV, so a projector might be a practical.

Marge: Yes. If you look at the cost per inch, shall we say, you know, \$2,000 projector and you have, say, 100-inch diagonal, you know, your cost per inch is a lot less than an equivalent size television.

Margaret: This really is bringing it to the masses.

Marge: Right.

Margaret: So since we're talking about screen size, and I know a lot of that is dependent on where the projector sits in the room, what is the ideal distance to put the projector away from the screen?

Marge: Well, typically we like to recommend, if you're projecting about a 80 to 100-inch image size, what we like to recommend is roughly somewhere in the 15-foot distance, so the distance between the projector and the screen should be about that range.

Margaret: Okay.

Marge: Now, somewhere between 15 to 17 feet.

Margaret: Okay, great. That's a good rule of thumb. And I do know, I had looked at the user's manual on this and I saw that. I just happened to remember on page 15 of the user's manual there are all kinds of calculations on if you want an 80-inch screen, the projector needs to be from this distance away from the screen to this distance away. So for the folks in the stores, if you are looking for a reference for that, go online to the Epson Web Site and go to the user's manual for the 6100, and you can at least get those calculations to refer to.

Marge: Right. That is, we created that to give users kind of a handy reference guide.

- Margaret: Exactly.
- Marge: Throw distance scenarios, different screen size scenarios, so you know what kind of ranges you have to work with.
- Margaret: Exactly. It's a really handy tool that will get you through the talking to folks about the projectors and let them have some comfort that what they're buying is going to work in their room.
- Marge: Exactly, exactly.
- Margaret: Exactly. So at 1080p, this is pretty exciting. Having been looking for TVs myself, I keep thinking I don't need 1080p. And then I picture getting, say, a 50-inch TV at 720, and I picture one at 1080, and all those additional pixels make such a huge difference in how sharp that image is. So 1080p is really a big deal, isn't it?
- Marge: It really is, and really you want to shop for the highest resolution you can afford. The higher the number of pixels, in the case of 1080, it's 1920 by 1080 pixels. If you do the math, that's an enormous number of pixels.
- Margaret: That is.
- Marge: Because having more pixels means that, effectively, you get a sharper image and you can sit closer to the image and not see visible black dots on the image. So what you're really seeing is a lot more, a sharper detail.
- Margaret: Okay.
- Marge: And since most Blu-ray movies are actually mastered in 1080p by 24 format, so ideally you want to be able to see all the details in every scene.
- Margaret: That were in there when the moviemaker shot it.
- Marge: Yes, the way the moviemaker, the way the filmmakers intended, exactly.
- Margaret: Great. See, that's a great way to talk about it. I think we can all relate to that.
- Marge: Right.
- Margaret: I know in home theater projecting, contrast ratio is fairly key. What is the contrast ratio on the 6100?
- Marge: On the Home Cinema 6100, the contrast ratio is 18,000:1.
- Margaret: Wow.
- Marge: And it's significantly – in fact, it's 50% higher than previous generation

1080 products.

Margaret: Wow.

Marge: And this is possible because of the new D7 technology, that it's the new chip that the projectors are built on.

Margaret: Okay, very good. So, of course, Marge, I have done a few podcasts on our projectors and I think I'm safe in assuming that this, like all of our other projectors, is a 3LCD chip projector?

Marge: Yes, it is.

Margaret: Okay.

Marge: Yes, it is.

Margaret: So we have all the benefits that we get from our 3-chip technology.

Marge: Yes, absolutely. Yes, you get the performance, reliability, the true-to-life colors and the great image detail and image quality that you get from 3LCD that you don't get with other technologies.

Margaret: Right – all that great stuff you've come to expect from Epson projectors in general.

Marge: Exactly.

Margaret: We're not letting anybody down with this. That's great.

Marge: Right.

Margaret: So now, how bright is this projector?

Marge: This projector, again, it's a step up. It's a huge improvement in brightness. It's actually 1,800 lumens color light output, and 1,800 lumens white light output.

Margaret: And it's important to have the two match, isn't it?

Marge: Exactly. Some projectors – in fact a lot of projectors – out there don't have – they'll quote one number and that's really just the white light output.

Margaret: Right.

Marge: And you want to make sure that the white light output and the color light output numbers are equivalent, that they're equal.

Margaret: Right. Because especially with the home theater projector, how often are you actually projecting only white?

Marge: Right, exactly.

Margaret: Hopefully never.

Marge: Yeah, exactly. You're not showing a black-and-white presentation. You're actually showing video.

Margaret: Exactly.

Marge: In which case color is very, very important. That's what it's all about.

Margaret: Exactly.

Marge: So you want to make sure the colors are true to life and they are what the filmmaker intended, so absolutely.

Margaret: Exactly.

Marge: That's the reason you want to find a projector where the color light output and the white light output are equivalent.

Margaret: Yeah, exactly. Technically, my data video projector that I carry with me, if it didn't have matching color and white light output, it might not be a big tragedy, although it does happen to have both that match.

Marge: Right, good.

Margaret: But on a home theater projector, that would really be a hindrance if it didn't match.

Marge: Yes. Yes, it would be.

Margaret: So, Marge, I know another feature that a lot of these have is a lens-shift capability. Can you explain to our listeners what lens shift does?

Marge: Sure. Lens shift is actually available on most of our 3LCD projectors.

Margaret: Okay.

Marge: Particularly in the video projectors. And lens shift is a fantastic feature to have because it really gives you maximum flexibility as to where to place your projector. It doesn't have to be dead center relative to your screen.

Margaret: Right.

Marge: It could be offset a little bit, and you do have quite a bit of flexibility. For

example, you have a horizontal shift of 47.1%.

Margaret: Wow.

Marge: And vertically you can go about 96% up and 85% down.

Margaret: Wow. That's a big range.

Marge: So that's quite a bit of range that you have to play with, yes.

Margaret: Wow. So if you're mounting it to the ceiling and you're trying to hit a joist that's in the ceiling for maximum security, especially since we're here in California, land of the earthquakes.

Marge: Right.

Margaret: You don't have to worry about where that joist is relative to where you want the screen.

Marge: Exactly, exactly.

Margaret: Great.

Marge: It just gives you a lot more room to play with.

Margaret: Excellent.

(Jingle music)

We'll hear more of our interview with Marge telling us about Epson's exciting new PowerLite Home Cinema 6100 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 course 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 Marge, Epson's PowerLite Home Cinema projector expert at Epson headquarters in Long Beach.

(Music ends)

All right. So we've talked about how bright the projector is, we've talked about what the contrast ratio is and the fact that it's 1080p and all that. What's the connectivity on the projector? How can I connect devices to it?

Marge: Well, we've actually designed our 1080 projectors for maximum

connectivity and flexibility.

Margaret: Okay.

Marge: What that means is we actually have two HDMI ports in the back of the projector just to allow you to be able to connect. Say you have more than one high-def source.

Margaret: Okay.

Marge: And that way you don't have to switch out the cable. You can just keep one plugged in and have the additional one there for your other device.

Margaret: Okay.

Marge: So let's say you want to be able to hook it up to your Blu-ray player on one port, so you have an HDMI cable connecting the projector to the Blu-ray player. And then the second one could be, let's say you play a lot of video games and you want to be able to connect it to your game box, you know, your Xbox or PS3 or Nintendo, whichever game box you have.

Margaret: Okay.

Marge: And not have to keep switching them out. You could just have it plugged in there for as long as you want. So it gives you that added convenience.

Margaret: Great. Now I know some of us are real gadget people and we might have the Blu-ray player and the HDTV set-top box and the game box and maybe a couple of game consoles and so on. I've seen that there are HDMI switch boxes where you can put multiple devices into them and then just have one connection going from that to your projector.

Marge: Yes, that's correct.

Margaret: Would that work with this?

Marge: Absolutely.

Margaret: Okay.

Marge: And we do that all the time. When we have multiple input sources and don't want to have to connect to all the different boxes, you can just use an intermediary device like an HDMI switcher to do that.

Margaret: Okay. And I guess that would also help if this was mounted to the ceiling. You could run just one cable from that box.

Marge: Right, exactly.

Margaret: Rather than having to run multiple cables from multiple devices.

Marge: Yes, yes.

Margaret: Okay.

Marge: So it does give you that added flexibility.

Margaret: That's great. Now, what about the lamp on this? What's the lamp life on the projector?

Marge: Yes, and actually I'm glad you asked that, Margaret, because the lamp is actually, it's a new lamp.

Margaret: Okay.

Marge: It's a new E-TORL lamp and it's, again, exclusive Epson technology.

Margaret: Excellent.

Marge: And it's much more cost efficient and energy efficient than the prior generation lamp.

Margaret: Great, which we're all concerned with now, especially energy efficiency.

Marge: Exactly. In the past, the lamp life would go up to about 3,000 hours, depending on how you used the projector.

Margaret: Okay.

Marge: Today with the new lamp, that goes up to 4,000 hours.

Margaret: Wow, so a 33% increase.

Marge: That's quite a bit of an increase.

Margaret: That's really good.

Marge: Yes.

Margaret: And what's the replacement cost like for that lamp?

Marge: Well, the street value of the lamp would be around \$299.

Margaret: Okay, that's very reasonable.

Marge: Yes, it is.

Margaret: Especially for a 4,000-hour lamp.

- Marge: Absolutely.
- Margaret: That's great. So it's not a super expensive replacement for the customer, especially at this level of projector.
- Marge: Right. And if you think about it, and again, that depends on your level of use. Even if you watched, you know, a movie every day, it would still take you at least four or five years before you would need to replace your lamp.
- Margaret: Right.
- Marge: It's really the cost of ownership is fairly reasonable.
- Margaret: Very good. And what is the warranty on the Home Cinema 6100?
- Marge: The Home Cinema 6100 has a two-year limited warranty.
- Margaret: Okay.
- Marge: And on the lamps there's a 90-day warranty.
- Margaret: Okay, very good, so very reasonable warranty for that. So we've talked a lot about what the different features are and why this thing is so great and so on. Who is the customer that's looking for this product? What are they looking for? What are they doing with it?
- Marge: Well, I would say this is the customer who might be looking for a secondary display device in their home.
- Margaret: Okay.
- Marge: Maybe they have a bonus room in addition to their main family room.
- Margaret: Uh-huh.
- Marge: Or maybe they just want the flexibility of viewing their content or playing games in as large a screen size as possible.
- Margaret: Right.
- Marge: And if they're cinephiles or videophiles, then they care about the video quality that they're getting, so that's when they might be in the market for a 1080 projector, in this case.
- Margaret: Right. This probably isn't somebody who's putting it in their living room to watch the nightly news on.
- Marge: Exactly, yes.

- Margaret: This is somebody who is really looking for great video output.
- Marge: Sure.
- Margaret: And probably isn't spending all their time in front of this.
- Marge: Exactly. Yeah, it's a secondary device. And if you had that second room, let's say, a den or a bonus room, this is a perfect thing to put in there as your, you know, maybe it's your entertainment room or your gaming room.
- Margaret: Right.
- Marge: Whichever.
- Margaret: I see. So the people who may be at this moment building on an addition to their house that's going to be strictly a theater room, this may not be the projector that they're looking at.
- Marge: Correct, and depending on their budget, of course, but generally yes.
- Margaret: Right. And a lot of those people will, if they're really building that room on, they're budgeting 10 to \$15,000 for their video, and this at \$2,000, they're probably going to go to one of our higher end projectors.
- Marge: Exactly.
- Margaret: Very good. So, a little bird told me that we have kind of a special lens in this projector.
- Marge: Yes, yes. We actually – it's not widely known, but actually we call it our OptiCinema Lens.
- Margaret: Okay.
- Marge: This lens is actually something that is made by Fujinon. Filmmakers, top filmmakers in Hollywood and around the world prefer the Fujinon brand.
- Margaret: Oh, wow.
- Marge: And so we're using the same lens made by the same manufacturer that Hollywood likes to use.
- Margaret: Wow. That's fantastic.
- Marge: Yes. It's a very high quality lens. It comes with a 2.1 zoom ratio, and so that just adds to the great technology that we have behind the Home Cinema 6100.

- Margaret: That's great. You can really see with all of these features that we are providing something at a really reasonable cost that is definitely a higher end projector at that price level.
- Marge: Right, exactly.
- Margaret: Excellent.
- Marge: Yes.
- Margaret: Well, this is great, Marge. So if I was to ask you point blank why would a customer buy this product, what would be a few key points that you would say would drive a customer to buy this?
- Marge: I would say one of the key points would be if the customer wants to experience kind of a larger-than-life cinematic quality viewing experience, this is the type of device for them.
- Margaret: Right.
- Marge: Certainly look seriously at a home projector over a television, and it's a much more immersive experience looking at something that's over, you know, 80 to 100 inches large.
- Margaret: Right.
- Marge: And when you're playing games it's much more immersive. When you're watching movies it's as if you're in the theater. You have your own home theater.
- Margaret: Right.
- Marge: So it's a much more compelling experience. And the price of this projector makes it particularly compelling.
- Margaret: It's very reasonable.
- Marge: Yes, exactly, at \$1,999, below \$2,000, this is really about bringing fantastic 1080p technology to the masses. It's actually within affordable reach, and just having the flexibility to place it anywhere in the room. The lens shift feature allows you to be able to do that. And finally, because this is from Epson's latest D7 technology, we're giving you a fantastic contrast ratio at 18,000:1.
- Margaret: That's amazing.
- Marge: All of which, if you put all the factors together, it makes for a fabulous and amazing viewing experience.

Margaret: Right. And when you add in the lamp life and the reasonable lamp cost.

Marge: Yes, exactly.

Margaret: It adds to the value of the projector. That's amazing.

Marge: Absolutely, yes, it does.

Margaret: Well, that's great. Thank you so much for your time today, Marge. I really appreciate it.

Marge: Thank you, Margaret. Thanks for having me.

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

Marge: Great.

(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.

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 December 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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