Polaview 335 XGA and 235 SVGA Super-Portable LCD Projectors

Polaroid

Polaroid Corporation
153 Needham Street
Newton, MA 02464

Dear Polaview 335 & 235 Sales Partner:

Polaroid is proud to introduce two new LCD projectors with the brightness, resolution and portability that on-the-go presenters demand. The new Polaview 335 Super-Portable XGA LCD Projector and the Polaview 235 Super-Portable SVGA LCD Projector offer incredible brightness, detailed resolution and advanced Polaroid technology in two super-portable packages, all at an affordable price.

Each model weighs 10.2 pounds, making them easy to carry and simple to store. Their small footprint and silent operation also make them unobtrusive in practically any setting. Whether in the conference room, in the classroom, or on the road, these two super-portable projectors give you outstanding brightness and super-sharp resolution as well as compatibility with multiple input and output devices.

Regardless of the resolution of your computer or the size of your presentation site, Polaroid has a projector that's right for your needs. The Polaview 335 boasts an impressive brightness of 1000 lumens, along with true XGA resolution of 1024 x 768 lines. It's ideal for demanding applications such as larger presentation rooms, or the projection of fine detail. The Polaview 235 gives you a bright 850 lumens, with SVGA resolution of 800 x 600 lines. It's an ideal match to the image appearing on your computer screen. Both projectors work equally well for computer or video presentations, particularly in training and teaching applications.

The advanced Polaroid technology found in the Polaview 335 and 235 provides your presentations a greater impact than ever before. With the 335 and 235's direct connect capability, you can use your projector to preview your digital camera pictures. You can also get input from a DVD player or even from an HDTV source. The Polaview 335/235's built-in PC Card adapter makes it easy to give computer-free digital slide shows and presentations. The included wireless remote lets you conduct business from across the room, up to 30 feet away. Digital enhancement zoom gives you the detail you need to make your point when displaying charts, graphs and spreadsheets.

The Polaview 335 and 235 Super-Portable LCD Projectors come with all you need to start giving your own eye-catching presentations right away, including cables, lens cap, wireless remote, comprehensive user manual and CD-ROM software for PC Card Viewer.

They're the latest additions to the prestigious Polaview line of projectors, continuing the tradition of quality, brilliance, convenience and affordability. This product launch booklet tells you even more.

Sincerely,

Jim Landrigan III
Director of Marketing
Digital Products

Polaview 335 XGA and 235 SVGA Super-Portable LCD Projectors

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Polaroid Polaview 335 XGA and 235 SVGA Super Portable LCD Projectors

Product Descriptions & Positioning

The Polaview 335 XGA and 235 SVGA Super-Portable LCD Projectors are ideal solutions for the mobile professional who requires the best presentation tools available. The 335/235's high quality and versatile performance are ideal not only for sales presentations, education, training and work group sessions but for formal, detailed presentations as well. With advanced direct connect compatibility, the Polaview 335 and 235 can be used to add digital camera images to any presentation.

Features-at-a-Glance

- 1024 x 768 XGA (Polaview 335) and 800 x 600 SVGA (for Polaview 235) resolution
- 1000 lumen brightness (850 lumens for Polaview 235) ideal for most lighting conditions
- Super-portability with light weight and small footprint
- Direct-connect for digital cameras
- HDTV ready
- DVD component video ready
- Digital expand zoom in five steps
- Built-in PC card slot for computer-free presentations
- Manual zoom and focus
- Remote with laser pointer
- Compatibility with all popular Macintosh and Windows-based computers
- Silent operation

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PID Description and Product Accessories

PID#	Product description	List price
630712	Polaview 335 XGA Super-Portable LCD Projector (USA)	US $8,995
101040	Polaview 335 XGA Super-Portable LCD Projector (Europe/Universal)	—
631232	Polaview 235 SVGA Super-Portable LCD Projector (USA)	US $5,995
631231	Polaview 235 SVGA Super-Portable LCD Projector (Europe/Universal)	—

Projector accessories for Polaview 335 and 235

PID#	Product Description
631229	Soft carry case w/wheels
631235	Samsonite case w/wheels
631236	Ceiling mount
630715	Replacement lamp assembly (150W NSH)

Part#	Product Description
939P763-30	Remote Control
246C346-10	AC Power Cable
246C318-10	6 ft. (1.8m) RGB cable
246C319-20	RGB Cable Adapter for Mac
246C366-10	RS-232C Cable
246C321-10	RS-232C Cable Adapter for Mac
246C367-10	Mouse Adapter
246C368-10	Mouse Adapter (Macintosh)
919P116-10	CD-ROM Software
752B068-10	Lens cap

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Included Accessories

- User Manual (instruction book)
- Warranty Card (registration card)
- Remote Control (with battery)
- AC Power Cable
- 6 ft. (1.8m) RGB cable
- RGB Cable Adapter for Mac
- RS-232C Cable
- RS-232C Cable Adapter for Mac
- Mouse Adapter
- Mouse Adapter (Macintosh)
- CD-ROM Software for PC Card Viewer
- Lens cap

Optional Accessories

- Replacement lamp (NSH 150 Watt)

Polaview 335 XGA and 235 SVGA Super-Portable LCD Projectors

Technical Specifications

	Polaview 335/235
Display Technology	0.9″ polysilicon panel X 3
Resolution	**Polaview 335** 1024 x 768 (total 2,359,296 pixels) Up to 560 video lines **Polaview 235** 800 x 600 (total 1,440,000 pixels) Up to 560 video lines
Brightness	**Polaview 335** 1000 lumens **Polaview 235** 850 lumens
Colors	**Polaview 335/235** 16,770,000
Contrast ratio	**Polaview 335** 150:1 **Poalview 235** 200:1
Projection System	**Polaview 335/235**
Zoom/Focus	Manually controlled
Zoom ratio	1.3 : 1
Image Size	**Polaview 335** 23 to 245 inches (57.5 to 612.5 cm) diagonal **Poalview 235** 22 to 260 inches (56.0 to 666.5 cm) diagonal
Projection Distance	**Polaview 335** 4.0m for 100" wide picture **Polaview 235** 4.2m for 100" wide picture
Lamp	**Polaview 335/235**
Type	150 watt NSH
Lifetime	2000 hour
	Polaview 335/235
PC Card	PCMCIA Type II x 1 slot

Polaview 335 XGA and 235 SVGA Super-Portable LCD Projectors

Technical Specifications (cont'd)

PC Compatibility	**Polaview 335/235** Windows-based PCs, Macintosh computers, workstations
Video Compatibility	**Polaview 335/235** NTSC, NTSC 4.43, PAL (including PAL -M, N), SECAM, PAL-60, DVD (component), HDTV (1080i)
Scanning Rates	
Horizontal sweep frequency	**Polaview 335** 15 to 82 kHz **Polaview 235** 15 to 81 kHz
Vertical frequency	**Polaview 335/235** 50 to 85 Hz
Speaker	**Polaview 335/235** 1 watt mono
Remote Control	**Polaview 335/235** Wireless remote with laser pointer
Fan Noise	**Polaview 335/235** Below 38 db
Weight	**Polaview 335/235** 10.2 lbs. (4.6kg)
Dimensions (W x H x D)	**Polaview 335/235** 9.4" x 4.6" x 13.6" (235mm x 115mm x 340mm)
Power Source	**Polaview 335/235** AC 100V-240V +/- 10% 50/60 Hz
Rated Input Power	**Polaview 335/235** 250 Watts
Safety Approvals	**Polaview 335/235** UL, CE, TUV
Warranty	**Polaview 335/235** 3 years parts and labor

Specifications subject to change without notice.

Polaview 335 XGA and 235 SVGA Super-Portable LCD Projectors

Frequently Asked Questions and Answers

What differentiates the Polaview 335 LCD projector from the 235 LCD projector?

There are three main differences between the 335 and 235 projectors:

- Brightness
- Resolution
- Micro mirrors

The Polaview 335 features a brightness of 1000 lumens, along with true XGA resolution of 1024 x 768 lines. The Polaview 235 features a brightness of 850 lumens, with SVGA resolution of 800 x 600 lines. The Polaview 335 uses compact micro mirrors to enhance the intensity of light released, without adding excessive weight or bulk to the projector.

How do I choose between the Polaview 335 and Polaview 235 projector?

When choosing a projector, consider the resolution of your computer, as well as the size of the presentation room. Regardless of computer or presentation site, Polaroid has a projector that's right for you. The Polaview 335 boasts an impressive brightness of 1000 lumens, along with true XGA resolution of 1024 x 768 lines. It's ideal for demanding applications such as larger presentation rooms, or the projection of fine detail. The Polaview 235 gives you a bright 850 lumens, with SVGA resolution of 800 x 600 lines. It's an ideal match to the image appearing on your computer screen.

Do I need to take precautions when transporting the Polaview 335 and 235?

Because the Polaview 335 and 235 are super-portable, you never lose direct control over your projector, as you might when checking a piece of luggage onto an airplane. The fact that the Polaview 335 and 235 can be stowed on an airplane as "carry-ons" means that they never have to be subjected to rough handling or extreme changes in temperature. However, since the Polaview 335 and 235 are sensitive, technological products, care should be taken in transporting them. Avoid exposing the projectors to sunlight or leaving them in your car. Like all projectors, the Polaview 335 and 235 are sensitive to extreme heat or cold, so allow at least 10 minutes equilibrium time before turning them on. And, of course, be careful when moving the projectors from place to place.

Does it matter what kind of projection screen I use?

Although you can always project the image onto a bare wall, a good screen greatly enhances the quality of a presentation. There are three main varieties of screen: matte, lenticular, and beaded. Matte screens are a bit dull, but because they have a wide viewing angle, they are a good choice when the audience is seated all the way out to the sides of the room. Lenticular screens reflect light from very thin ridges, so the image is quite sharp directly in front of the screen. Beaded screens combine the best of both worlds, reflecting light very well and allowing a wide viewing angle.

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Frequently Asked Questions (cont'd)

What is advanced polysilicon technology?

Basically, it is an advanced manufacturing process that deposits polycrystalline silicon on a plate. This high-temperature deposition of polycrystalline silicon creates a definite crystal structure in defined regions of the plate. The result is a silicon LCD that allows a sharp image to be transmitted.

Why does a .9" polysilicon panel make a difference?

This thinner glass panel offers less light diffusion. The result is that whites become whiter, and other colors do not become "muddy" or mixed with the transmission of other colors. The result is brilliant, more saturated colors overall.

What is a PCMCIA-ATA Compatibility Type II flash memory card?

PCMCIA cards allow you to project images without connecting your Polaview 335 or 235 to a computer. If you travel, or have to make presentations in many locations, this is an important feature. Genuine Polaroid PCMCIA-ATA Type II flash cards are 100% compatible with both the Polaview 335 and Polaview 235. These cards are available in a range of memory capacities.

What file formats does the PCMCIA-ATA card handle?

PCMCIA-ATA can handle the JPEG format. There are many manufacturers of PCMCIA-ATA cards, however genuine Polaroid PCMCIA-ATA cards guarantee smooth, compatible performance. The size of the Polaroid card that you purchase depends upon the size of your presentation.

Are video and audio supported?

The Polaview 335 and 235 provide integrated digital video for the finest multimedia presentations and are compatible with all worldwide video standards (NTSC, NTSC 4.43, PAL, PAL M, PAL N, PAL 60, SECAM). The Polaview 335 and 235 can also accommodate component DVD and HDTV inputs. They also feature direct connect capability to allow for digital camera input. For audio, the Polaview 335 and 235 each have a built-in 1 watt speaker.

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Frequently Asked Questions (cont'd)

What is DVD? What is HDTV?

DVD (Digital Video Disc) is a relatively new medium for video and audio presentation. At the size of a standard compact disc or CD-ROM, DVD discs can contain digital video presentations and movies with image and sound quality and fidelity rivaling that of a laser disc. HDTV (High Definition Television) is a broadcast format which produces a sharper, clearer picture than the standard television sets and signals predominantly in use today (1080 lines of resolution as compared to the standard television resolution of 525 lines). Both DVD and HDTV are poised to become industry standard formats, and the Polaview 335 and 235 projectors are designed to take advantage of these new technologies.

How do these new products fit into Polaroid's projection product line?

Polaroid offers a complete line of projection products that are built on a foundation of award-winning image quality, broad computer compatibility, and ease-of-use. They are designed to meet the needs of nearly any user. The Polaview 335 and 235 are designed for mobile professionals who require the best possible presentation projectors.

Why are the Polaview 335 and 235 LCD Projectors such ideal products compared to other projectors?

The answer is simple:

- Brighter
- Lighter
- Smaller
- More portable
- Less expensive
- Direct Connect capability
- DVD, HDTV compatibility

What is the warranty program for the new products?

As with all of Polaroid projection products, the purchase price of the products will include the standard three-year parts and labor warranty.

Markets &
Applications

Polaview 335 XGA and 235 SVGA Super-Portable LCD Projectors

Key Market Applications

Target Markets

- Sales
- Business
- Scientific
- Engineering
- Medical
- Government/Defense
- Training

To date, more than 60% of all LCD projectors have been sold into businesses. The Polaview 335 and 235 expand the potential of the business market even further through their detailed projection capabilities, incredible brightness and extreme portability. The three largest uses of LCD projectors in business are:

- Presentations
- Product Demonstrations (particularly for personal computing hardware and software products)
- Training (on both computer and non-computer products)

Applications

Polaroid Polaview LCD projectors are designed to increase the productivity of work groups and the effectiveness of presenters. The following examples outline the ways in which they can increase the efficiency of the information exchange:

Portable Projection

The new Polaview 335 and 235 LCD Projectors are the ideal solution for demanding, super-portable projection. These projectors offer ideal performance for sales presentations, training sessions, visual analysis and interpretation, reference and detail. Beyond presentations, this makes the Polaview 335 and 235 essential tools for work groups, training sessions and an array of applications in the business, educational, government, medical and scientific markets.

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Key Market Applications (cont'd)

Presentation Settings

Executive Briefings	A presenter can quickly and easily prepare and deliver a presentation to a board of directors, financial conference or similar audience using the Polaview LCD together with any of several widely available presentation software packages. Since the preparation of a presentation to be delivered with an LCD projection device does not require the assistance of third-party suppliers, long lead times are not required and information can easily be updated. The presenter can prepare additional backup material in anticipation of questions which may be asked by the audience, knowing that the backup material can easily be accessed at any time during the presentation if needed. Presenters in executive briefing settings typically value such features as superior image quality and brightness, color range, multimedia capability, portability, ease-of-use and the ability to access any part of the presentation non-sequentially. They also value the wireless remote with laser pointer, which enables the presenter to control the presentation while walking around the room interacting with the audience.
Sales Presentations	Because of the portability of the Polaview LCD, a salesperson can easily carry a projector to a customer site. Using the LCD projector together with any of several widely available presentation software packages, a salesperson can tailor a presentation to a particular customer situation. While traveling, the salesperson can use a notebook computer to customize each presentation. Salespersons typically value such projection system features as portability, brightness, image quality, the ability to access parts of the presentation non-sequentially and the ability to customize presentations easily.
Training and Education	The Polaview LCD projectors are used extensively for training and education purposes. In a software training course, for instance, the instructor can project a screen for the entire class, allowing the group to study the material while he or she simultaneously provides real-time examples and instruction. Instructors typically value such features as portability, affordability, interactivity and image brightness.

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Work Group Settings

Financial Analysis	Work groups can prepare and analyze budgets, forecasts, and other financial models using the Polaview LCD line along with popular spreadsheet applications such as Microsoft Excel and Lotus 1-2-3. For example, a budget can be analyzed to see the effects on profits should revenues increase or decrease, or should sales commissions change. The ability to work in real time can enhance the performance of work groups by fostering more interaction among group members and can improve the efficiency of the entire process by eliminating delays associated with generating multiple iterations. Work groups performing financial analyses typically value such features as portability, brightness, price performance, ease of document retrieval, and hardware and software compatibility.
Product Design	Scientists, engineers and product designers can use the Polaview LCD projector series for group design reviews, project scheduling and management reporting. While evaluating the design or project schedule together, the group can also make changes and view the results of those changes immediately. In addition, technical simulations can be run in a group setting. Prior to the advent of LCD projection products, these groups were limited to reviewing static drawings or printed materials, offering suggestions or modifications and then waiting for a revised version to be generated and circulated. Product design groups typically value such features as portability, high resolution, color and brightness.

Competitive Analysis

Polaview 335 XGA and 235 SVGA Super-Portable LCD Projectors

Competition-at-a-glance – Polaview 335

The following chart compares projectors that are comparably priced, PC-compatible and considered "portable."

	Polaroid Polaview 335	**Epson PowerLite 7300**	**NEC MultiSync LT100**	**Plus UP-1100**	**Epson ELP-5500**	**Sanyo PLC-SU10**	**Hitachi CP-S830**	**InFocus LP-425**
Display Technology	0.9" polysilicon panel x 3	1.3" polysilicon micro lens	1-chip DMD, 1024 x 768 pixel	1-chip DMD,	0.9" polysilicon panel x 3	0.9" polysilicon panel x 3	0.9" polysilicon panel x 3	1 chip DMD
Resolution	1024 x 768	1024 x 768	1024 x 768	1024 x 768	1024 x 768	800 x 600	800 x 600	800 x 600
Brightness	1000 lumens	1200 lumens	1000 lumens	1000 lumens	650 lumens	600 lumens	500 lumens	700 lumens
Weight	10.2 lbs.	13.8 lbs.	10.8 lbs.	10.3 lbs.	9.4 lbs.	8.6 lbs.	11 lbs.	6.8 lbs.
Sound	1 x 1 watt speaker	2 x 3 watt speaker stereo	1 x 1 watt speaker	1 x 2 watt speaker	1 x 1 watt speaker	1 x 1 watt speaker	2 x 1 watt speaker stereo	1 x 1 watt speaker
Video Compatibility	NTSC, NTSC 4.43, PAL (including PAL -M, N) SECAM, PAL-60, DVD (component), HDTV (1080I)	NTSC, NTSC 4.43, PAL (including PAL -M, N) SECAM	NTSC, NTSC 4.43, PAL , SECAM	NTSC, PAL, SECAM	NTSC, PAL NTSC 4.43, PAL (including PAL -M, N) SECAM	NTSC, NTSC 4.43, PAL (including PAL -M, N) SECAM	NTSC, NTSC 4.43, PAL (including PAL -M, N) SECAM	NTSC, NTSC 4.43, PAL (including PAL -M, N) SECAM
Power	100-240V AC 50/60 Hz	100-240V AC 50/60 Hz	100-240V AC 50/60 Hz	100-240V AC 50/60 Hz	100-240V AC 50/60 Hz	100-240V AC 50/60 Hz	90-264V AC 50/60 Hz	100-240V AC 50/60 Hz
Size (W x H x D)	9.4" x 4.6" x 13.6"	11.8" x 5.1" x 14.3"	10" x 5.8" x 13.4"	15.2" x 4.6" x 10"	9.3" x 3.7" x 13.6"	8.5" x 4.3" x 12.4"	9.4" x 4.8" x 13.6"	9" x 3.9" x 12"
Colors	16.7 million	16.7 million	16.7 million	16.7 million	16.7 million	16.7 million	16.7 million	16.7 million
Projector Lens	Zoom 1.3:1 Manually controlled	Zoom 1.3:1 Manually controlled	Zoom (ratio) Manually controlled	Zoom 1.3:1 Manually controlled	Zoom 1.3:1 Manually controlled	Zoom (ratio) Manually controlled	Zoom 1.6:1	NA
Lamp	150 watt NSH	150 watt NSH	120 watt UHE Metal Halide	280 watt	120 watt UHE	120 watt UHP	150 watt UHB Metal Halide	270 watt
Lamp Life	2000 hours	2000 hours	1000 hours	1000 hours	2000 hours	2000 hours	2000 hours	1000 hours
Warranty	3 years	2 years	2 years	1 year	1 year	3 years	NA	2 years
Price	$8,995	$9,995	NA	$14,999	$7,499	$6,995	$5,495	$5,999

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Competition-at-a-glance – Polaview 235

The following chart compares projectors that are comparably priced, PC-compatible and considered "portable."

	Polaroid Polaview 235	**Epson PowerLite 7300**	**NEC MultiSync LT100**	**Plus UP-1100**	**Epson ELP-5500**	**Sanyo PLC-SU10**	**Hitachi CP-S830**	**InFocus LP-425**
Display Technology	0.9" polysilicon panel x 3	1.3" polysilicon micro lens	1-chip DMD, 1024 x 768 pixel	1-chip DMD,	0.9" polysilicon panel x 3	0.9" polysilicon panel x 3	0.9" polysilicon panel x 3	1 chip DMD
Resolution	800 x 600	1024 x 768	1024 x 768	1024 x 768	1024 x 768	800 x 600	800 x 600	800 x 600
Brightness	850 lumens	1200 lumens	1000 lumens	1000 lumens	650 lumens	600 lumens	500 lumens	700 lumens
Weight	10.2 lbs.	13.8 lbs.	10.8 lbs.	10.3 lbs.	9.4 lbs.	8.6 lbs.	11 lbs.	6.8 lbs.
Sound	1 x 1 watt speaker	2 x 3 watt speaker stereo	1 x 1 watt speaker	1 x 2 watt speaker	1 x 1 watt speaker	1 x 1 watt speaker	2 x 1 watt speaker stereo	1 x 1 watt speaker
Video Compatibility	NTSC, NTSC 4.43, PAL (including PAL -M, N) SECAM, PAL-60, DVD (component), HDTV (1080I)	NTSC, NTSC 4.43, PAL (including PAL -M, N) SECAM	NTSC, NTSC 4.43, PAL , SECAM	NTSC, PAL, SECAM	NTSC, PAL NTSC 4.43, PAL (including PAL -M, N) SECAM	NTSC, NTSC 4.43, PAL (including PAL -M, N) SECAM	NTSC, NTSC 4.43, PAL (including PAL -M, N) SECAM	NTSC, NTSC 4.43, PAL (including PAL -M, N) SECAM
Power	100-240V AC 50/60 Hz	100-240V AC 50/60 Hz	100-240V AC 50/60 Hz	100-240V AC 50/60 Hz	100-240V AC 50/60 Hz	100-240V AC 50/60 Hz	90-264V AC 50/60 Hz	100-240V AC 50/60 Hz
Size (W x H x D)	9.4" x 4.6" x 13.6"	11.8" x 5.1" x 14.3"	10" x 5.8" x 13.4"	15.2" x 4.6" x 10"	9.3" x 3.7" x 13.6"	8.5" x 4.3" x 12.4"	9.4" x 4.8" x 13.6"	9" x 3.9" x 12"
Colors	16.7 million	16.7 million	16.7 million	16.7 million	16.7 million	16.7 million	16.7 million	16.7 million
Projector Lens	Zoom 1.3:1 Manually controlled	Zoom 1.3:1 Manually controlled	Zoom (ratio) Manually controlled	Zoom 1.3:1 Manually controlled	Zoom 1.3:1 Manually controlled	Zoom (ratio) Manually controlled	Zoom 1.6:1	NA
Lamp	150 watt NSH	150 watt NSH	120 watt UHE Metal Halide	280 watt	120 watt UHE	120 watt UHP	150 watt UHB Metal Halide	270 watt
Lamp Life	2000 hours	2000 hours	1000 hours	1000 hours	2000 hours	2000 hours	2000 hours	1000 hours
Warranty	3 years	2 years	2 years	1 year	1 year	3 years	NA	2 years
Price	$5,995	$9,995	NA	$14,999	$7,499	$6,995	$5,495	$5,999

Polaview 335 XGA and 235 SVGA Super-Portable LCD Projectors

The Polaview 335 LCD Projector

Competitive Advantage

When compared to the:	The Polaview 335 advantage
Epson PowerLite 7300	• Light weight, small footprint • DVD and HDTV compatible • Direct Connect for digital camera • Substantially lower price • 3-year warranty
When compared to the:	**The Polaview 335 advantage**
NEC MultiSync LT100	• Light weight • 2000-hour lamp life • DVD and HDTV compatible • Direct Connect for digital camera • Substantially lower price • 3-year warranty
When compared to the:	**The Polaview 335 advantage**
Plus UP-1100	• Light weight • 2000-hour lamp life • DVD and HDTV compatible • Direct Connect for digital camera • Substantially lower price • 3-year warranty

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The Polaview 235 LCD Projector

Competitive Advantage

When compared to the:	The Polaview 235 advantage
Epson ELP-5500	• Greater brightness • DVD and HDTV compatible • Direct Connect for digital camera • Substantially lower price • 3-year warranty
When compared to the:	**The Polaview 235 Advantage**
Sanyo PLC-SU10	• Greater brightness • DVD and HDTV compatible • Direct Connect for digital camera • Substantially lower price
When compared to the:	**The Polaview 235 Advantage**
Hitachi CP-S830	• Greater brightness • Light weight • DVD and HDTV compatible • Direct Connect for digital camera
When compared to the:	**The Polaview 235 Advantage**
InFocus LP-425	• Greater brightness • 2000-hour lamp life • DVD and HDTV compatible • Direct Connect for digital camera • Substantially lower price • 3-year warranty


Sales Support &
Administration

Polaview 335 XGA and 235 SVGA Super-Portable LCD Projectors

Statement of Internet Services and Support

Polaroid Customer Support Services is now offering Internet support for all Polaroid Digital Imaging Products on the Home Page of Polaroid's Web Site. Following is a brief description of each section on the Web Page concerning Polaroid Digital Imaging (PDI) products.

Products

General product information is contained here. There will be links to the following locations:

- An FTP site containing current "free" software drivers and/or patches
- FAQs — Frequently Asked Questions. These are the top 10 (or so) most frequently asked questions and associated answers received from the US phone support organization.

Service

E-mail service is being offered to all customers with products listed in this section. A customer may send an e-mail with any pre-sales or post-sales question. As soon as the message is received, an automatic response lets the customer know that their message has been received and that they will be contacted via e-mail with an answer within one business day. Non-US customers are directed to the listing of international service centers. Obviously, nothing prevents an international customer from sending an e-mail message. All efforts will be made to answer the question. The 800 number for PDI service is listed here, as well as the phone numbers and addresses of all service centers worldwide.

The following types of questions will NOT be answered:

- Sales/pricing/literature
- Product repair
- Products not sold in the US

For these questions, an e-mail message will be sent to that customer, referring him/her to the closest Polaroid service center. Efforts are underway to broaden the international support offered on the web site.

Fresh stuff

This section contains any new information about Polaroid, its products, and its web site. Any new PDI product information including new drivers and software will be located here.

Let's get digital

This section is dedicated to the digital product line. Currently it contains information concerning the Polaroid PDC-640 Digital Camera. This site will change periodically but will always highlight one of the digital products.

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Customer Support Services

U.S. Service & Support Information

Telephone Assistance	For technical assistance, customers in the United States can call Polaroid's toll-free Technical Assistance Hotline at 1-800-432-5355. The hours of operation are Monday through Friday, 8 A.M. to8 P.M EST. Our highly trained specialists can answer questions from general to specific technical issues. When calling with a technical question, ask for an Electronic Imaging or Digital Imaging Specialist. Please identify the Polaroid product/model, computer and video card you are using before describing the issue. Also, (if possible) have the equipment in front of you when you call. Technical Assistance: Polaroid Corporation Phone: 800-432-5355/Fax: 617-386-9688
Software Support	For application software support, please contact the software manufacturer.
Manufacturer	Polaroid provides a three year warranty for its Polaview LCD products.
Standard Warranty	**Limited Three Year Warranty** Polaroid Corporation warranties the Polaview LCD products against defects for a period of three years from the date of purchase. To verify the warranty period, the sales slip or other proof of the purchase date is required. Should this product, or any component or accessory included with it, become defective at any time during the warranty period, Polaroid Corporation will, at its discretion, either repair or replace this item, without charge, provided the product is returned to the designated servicing location (prepaid and insured). This Limited Warranty does not apply to product damage resulting from accident, incorrect installation, unauthorized modification, misuse or abuse. This warranty excludes all incidental and consequential damages and does not affect your statutory rights. Note: No user-serviceable parts inside. Attempts to modify mechanical or electronic parts inside will void your warranty, and may be hazardous.

Polaview 335 XGA and 235 SVGA Super-Portable LCD Projectors

Out-of-Box Failures	It is the reseller's responsibility to contact their local Polaroid Distribution Center regarding "out-of-box failures." Distribution will issue an RA (return authorization) number and the reseller may then return the product to Polaroid for a replacement unit. If you believe you have an "out-of-box failure" but are not sure, you can call the toll-free Technical Assistance Hotline at 800-432-5355. The technical expert will troubleshoot the problem, confirm it is an out-of-box failure and instruct you to contact Distribution.
Service	If your product is under warranty, out of warranty, or covered by an extended warranty and requires service, call Polaroid Technical Assistance Hotline, toll-free, 800-432-5355. A trained technician will diagnose the problem. If the technician determines your equipment needs service, you will be given a service RA# and will be instructed where to ship your equipment.
Internet	For complete line of Polaroid LCD Projector Products see Polaroid Home Page at **www.polaroid.com.**

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Digital Imaging Competitors' Web Sites

Here are the web site address of other computer projector manufacturers.

3M
http://www.3m.com/

Apollo
http://www.apollo.com

ASK
http://www.ask.com

Chisolm
http://www.chisolm.com

CTX
http://www.ctx.com/

Dukane
http://www.dukane.com/

Eastman Kodak
http://www.kodak.com/

EIKI
http://www.eiki.com/

Epson
http://www.epson.com/

Hitachi
http://www.hitachi.com/

InFocus
http://www.infocus.com/

Lightware
http://www.lightware.com/

Mitsubishi
http://www.mitsubishi.com/

NView Corporation
http://www.nview.com/

NEC
http://www.nec.com/

Nikon Corporation
http://www.klt.co.jp/nikon/

Panasonic
http://www.panasonic.com/

Philips
http://www.philips.com/

Proxima Corporation
http://www.prxm.com/

Sanyo
http://www.sanyo.com/

Sharp
http://www.sharp.co.jp/

Sony Corporation
http://www.sony.com/

Telex Communications
http://www.telex.com/

Toshiba
http://www.toshiba/

Glossary of Terms

Amorphous A type of LCD using non-crystalline silicon.

Analog Signal A continuous signal that takes time to make a transition from one level to another. Standard audio and video signals are analog. This signal has an infinite number of levels between its highest and lowest value. (Not represented by bits, such as with digital.)

Aspect Ratio Horizontal dimension of a picture expressed relative to the vertical dimensions. The aspect ratio of all broadcast composite video systems is 4 units wide by 3 units high.

Bandwidth A frequency range, or "band" of frequencies, within which a device operates.

Brightness Ratio The difference between the brightest and darkest object in a picture. Too much of a difference can cause unacceptable contrast.

CGA (Color Graphics Adapter) In 1983 IBM introduced their first product to display both color and graphics. Pixel x Line resolution of 640 x 200. The horizontal scan frequency of 15.75 kHz and vertical frequency of 60 Hz. The output is a 9 pin "D" type connector.

Chrominance Signal The signal that represents color in a video picture. Chroma is the characteristics of color information independent of luminance intensity. Hue and saturation are qualities of chroma. Chrominance is abbreviated as "C".

Composite Video A mixed signal comprised of the luminance black and white, chrominance (color), blanking pulses, sync pulses and color burst.

Contrast Degree of difference between the lightest and darkest parts of a picture. Low contrast is shown mainly as shades of gray, while high contrast is shown as blacks and whites with very little gray.

Convergence The alignment of the Red, Green, and Blue video on a projected display.

DOT Clock (also Pixel Clock) The highest data rate that a graphics device can produce.

DVD (Digital Video Disc) A relatively new medium for video and audio presentation. At the size of a standard compact disc or CD-ROM, DVD discs can contain digital video presentations and movies with image and sound quality and fidelity rivaling that of a laser disc.

Frequency Range Refers to the low-to-high limits of a device, such as a computer, projector or monitor. Also "bandwidth."

HDTV (High Definition Television) A broadcast format which produces a sharper, clearer picture than the standard television sets and signals predominantly in use today (1080 lines of resolution as compared to the standard television resolution of 525 lines).

Hertz (Hz) A measure of frequency in cycles per second.

Horizontal Rate (Frequency) The number of complete horizontal lines, including trace and retrace, scanned per second. Typically shown as a measure of kHz.

Hue (Tint Control) Red, yellow, blue, etc., are hues of color, or types of color. Hue is the parameter of color that allows us to distinguish between colors. Interlaced The process of scanning whereby the alternated lines of both scanned fields fall evenly between each other.

Glossary of Terms (cont'd)

Keystone Effect A distorted picture where one edge is not the same dimension as the opposite edge. Typically results when the image is projected at an angle. In stone buildings, the tapered stone at the top of an arch was the "key" that prevented the arch from falling.

Kilohertz (kHz) Thousands of Hertz, or a frequency rate in units of thousands of cycles per second. For example: CGA's horizontal scan rate is 15,750 hertz (Hz), or 15.75 kHz.

LCD (Liquid Crystal Display) Display technology that relies on polarizing filters and liquid-crystal cells rather than phosphors illuminated by electron beams to produce an on-screen image. To control the intensity of the red, green, and blue dots that comprise pixels, an LCD's control circuitry applies varying charges to the liquid-crystal cells through which polarized light passes on its way to the screen. The amount of light that makes it through to the screen depends on the amount of charge applied to the corresponding cell before passes through a second polarizing filter and a red, green, or blue color mask.

Lumen A unit of measure for the amount of light emitted by a light source. Luminance This is the signal that represents brightness in a video picture. Luminance is any value between black and white. Luminance is abbreviated as "Y."

MHz An abbreviation for megahertz. This is a unit of measurement and refers to a million cycles per second. Bandwidth is measured in megahertz.

Pixel A definable location on a display screen that consists of multiple or single triad of dots (red, green, and blue). A computer picture is typically composed of a rectangular array of pixels (i.e. 640 x 480). The resolution of a picture is expressed by the number of pixels in the display. For example, a picture with 560 x 720 pixels is much sharper than a picture with 275 x 400 pixels.

Saturation The intensity of the color is called saturation. Example: A lightly saturated red looks pink. Fully saturated red is like the red of a crayon. Not to be confused with brightness, saturation is the amount of pigment in a color, and not the intensity. Low saturation is like adding white to the color.

SVGA (Super Video Graphics Array) Also referred to an extension of the VGA video standard. SVGA video adapters support resolutions of 800 x 600 pixels and higher with up to 16.7 million colors (known as true color).

UHP Ultra High Power lamp

Vertical Rate (Frequency) The number of times the screen is refreshed per second. Typically shown as a measure of hertz (Hz).

VGA (Video Graphics Array) Also referred to as Video Graphics Adapter. Introduced by IBM in 1987. VGA is an analog signal with TTL level separate horizontal and vertical sync. The video outputs to a 15-inch HD connector, has a horizontal scan frequency of 31.5 kHz, and vertical frequency of 60 to 70 Hz non-interlaced. The signal has a Pixel-by-Line resolution of 640 x 480 with a color palette of 16 from 256,000.

XGA (Extended Graphics Array) IBM's graphics standard that includes VGA and extended resolutions up to 1024 x 768 pixels, interlaced, 35 kHz. An XGA video card has a 15-pin HD connector.