Polaview 10
LCD Projector
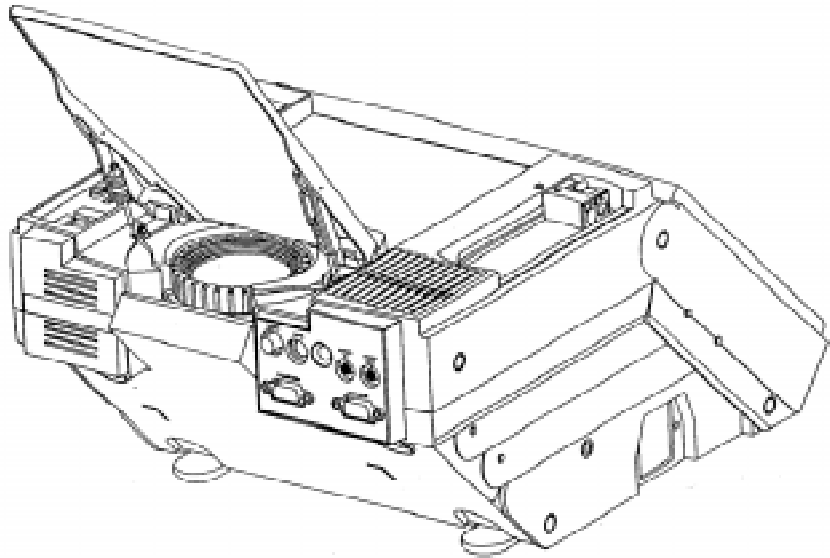
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Table of
Contents

Polaview 10 LCD Projector

Find out more about the Polaview 10 by reading this complete Launch Brief!

Product Overview Polaview 10 Product Description/Positioning, Features-at-a-Glance, Technical Specifications, Frequently Asked Questions and Answers.

Markets & Applications Key Markets, Presentation Settings, Workgroup Settings.

Competitive Analysis Competition-at-a-Glance, Product Comparisons.

Sales Support and Administration Customer Support and U.S. Warranty Coverage, Internet Services and Support, PID and Parts Listing.

Product
Overview

Polaview 10 Super Portable LCD Projector — Product Description/Positioning

Around the office or around the world, now there's a projector that won't weigh you down!

Weighing only 9.4 pounds (4.2 kg) and folding to a mere 2.9 inches (7.25 cm) high, the Polaview 10 is not just portable, it's "Super Portable." And the Polaview 10's folding design makes it easy to carry and even easier to use. Now you can project sharp, brilliant images anytime and almost anyplace you want!

The Polaview 10 is ideal for giving presentations on the road. With its slender profile, the Polaview 10 fits easily in the overhead compartment of an airplane or under the seat. The Polaview 10 also comes with its own extra-soft carrying case, roomy enough to accommodate a laptop computer, too. In addition, the Polaview 10 is affordably priced, so the entire sales force can be equipped with professional-quality projectors.

Polaview 10 LCD Projector

And you don't have to sacrifice quality! With 640 x 480 resolution, 200 ANSI lumens and over 16 million colors, the Polaview 10 provides sharp, clear images in almost any room lighting situation. Other features include illuminated panel controls, remote on-screen menus, rear-facing stereo speakers, NTSC/PAL/SECAM video, 110-240 Vac 50/60 Hz power, and PC and Macintosh compatibility. Remote, soft-sided carrying case and all cables/adapters come included.

The Polaview 10 Super Portable LCD Projector — Features-at-a-Glance

The Polaview 10 enables customers to project high-quality multimedia images anytime and almost anywhere they desire. The compact size of the Polaview 10 makes it the convenient choice for travel, without making users sacrifice resolution and image brightness.

The Polaview 10 has these important features and benefits:

- Revolutionary folding design makes it the smallest LCD projector on the market with dimensions of just 10.3 in. x 2.9 in. x 15.9 in. (25.75 cm x 7.25 cm x 39.75 cm)

- Only 9.4 pounds (4.2 kg) — won't weigh you down

- Slender profile allows it to fit in airplane overhead compartment or under the seat

- True 640 x 480 VGA resolution for sharp video and data projection; SVGA compatible

Polaview 10 LCD Projector

- 200 ANSI lumens and over 16 million colors for a brilliant pre-sentation

- Illuminated panel controls and remote multilingual on-screen menus

- Rear-facing stereo speakers, NTSC/PAL/SECAM video

- PC and Macintosh compatibility

- Remote control and all cables/adapters included

- Extra-soft carrying case (capable of carrying Polaview 10 and a laptop computer) included

Polaview 10 LCD Projector

Technical Specifications

LCD Type	6.4 in. single panel TFT
Number of Colors	Over 16 million
Horizontal Scan Rate	31-40 kHz
Vertical Scan Rate	50-72 Hz
Resolution	640 x 480 (800 x 600 compressed)
Video Compatibility	NTSC/PAL/SECAM
Computer Compatibility	PC, Macintosh II, Macintosh Powerbook, Power PC

Polaview 10 LCD Projector

Response Time	25 milliseconds
Aspect Ratio	1.33:1
Contrast Ratio	100:1
Screen Brightness	200 ANSI lumens (typical)
Audio Power	3 watts
Internal Speakers	(2) 1.5 in. x 2.2 in. (38.1 mm x 56 mm)
Lens	140 mm, f-stop 3.7; four element Dogmar Lens
Monitor Loop Through	Yes
Spare Lamp	Yes
Indicators	Lamp life indicator

Polaview 10 LCD Projector

Rear Screen Mode   Yes

Controls   Full controls on unit; full on-screen menus; multilingual operation for English, French, German, Spanish; backlit remote included; backlit keypad on unit

Inputs   Stereo Audio Line: (1) 1/8 in. stereo (3.18 mm)

Computer: (1) 15-pin D-Sub

Composite Video: (1) RCA phono

S-VHS: (1) 5-pin DIN

Polaview 10 LCD Projector

Outputs	Stereo Audio Line: (1) 1/8 in. stereo (3.18 mm)
	Computer Monitor: (1) 15-pin D-Sub
Power Supply	110-240 vac 50/60 Hz
Lamp Source	410 watt FXL
Weight	9.4 lbs. (4.2 kg)
Accessories *(included)*	Soft case, remote, VGA cable w/Macintosh adapters, audio cable, RCA video cable
Dimensions (open) *W x H x L*	10.3 in. x 6.6 in. x 14.5 in. (25.75 cm x 16.50 cm x 36.25 cm)
Dimensions (folded) *W x H x L*	10.3 in. x 2.9 in. x 15.9 in. (25.75 cm x 7.25 cm x 39.75 cm)

Frequently Asked Questions and Answers

Do I need to take precautions when transporting the Polaview 10?

Because the Polaview 10 is super portable, you never lose direct control over the device, as you might when checking a piece of luggage onto an airplane. The fact that the Polaview 10 can be stowed on an airplane as a "carry-on" means that it never has to be subjected to rough handling or extreme changes in temperature. However, since the Polaview 10 is a sensitive, technological product, care should be taken in transporting it. Avoid exposing the projector to sunlight or leaving it in your car. Like all projectors, the Polaview 10 is sensitive to extreme heat or cold,   so protect it from the elements whenever possible. Make sure you leave the projector at room temperature for at least 10 minutes before turning it on. And, of course, be careful when moving the projector from place to place. One of the advantages of the Polaview 10 is that it comes with a soft-sided carrying case.

Are there any major Polaroid features being traded off in order to give the Polaview 10 its super portability?

Nothing other than weight and size! Granted, other larger Polaroid projectors might project somewhat brighter images, but the overall image quality of the Polaview 10 is still more than sufficient for most presentations. Technically, 200 lumens is enough for almost any lighting situation, and PC-quality projectors have been the standard in the computer-projection field for years. Be sure to see the Polaview Projector Positioning Chart in the back pocket of this launch brief!

In which situations would the Polaview 10 not be the Polaroid projector of choice?

For professional-looking results, the Polaview 10 can be used in most any projection situation, providing "on-the-go" salespeople or presenters with one easy solution. However, when projecting specifically in large, brightly lit rooms, there might be a better choice than the Polaview 10 among Polaroid projectors. For example, the Polaview 220 offers more lumens, and the Polaview 305 offers XGA sharpness and clarity, making it ideal for GIS, CAD and even medical diagnostic image projection.

What kind of projection screen should I use? Does it matter?

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 spread to the sides. 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.

Markets &
Applications

Key Markets and Applications

Key Markets

- Traveling Executives

- Business

- Education

- Government

  Like all LCD projectors, the Polaview 10 is designed to increase the productivity of workgroups and the effectiveness of presenters. However, the small size and weight of the Polaview 10 mean you can use the Polaview 10 in more places, more often! Its VGA resolution allows for projected displays of multi-tasked screens, video clips, or images containing fine detail. It greatly increases the efficiency of information exchange, because you'll use it more often and in more places!

Polaview 10 LCD Projector

More than 60% of LCD projectors are sold to businesses. The Polaview 10 expands the potential of the business market even further through its enhanced portability. LCD projectors' three largest business uses are:

- Presentations

- Product demonstrations, particularly for personal computing hardware and software products

- Training on both computer and non-computer products

Presentation Settings

The compact Polaview 10 is the ideal projector for fast-paced companies with many locations, or any company whose salespeople are called upon to travel frequently and give numerous presentations. The Polaview 10's affordability also allows the entire sales force to be equipped with a professional-quality projector, equalling more sales in the end.

Executive Briefings

A user can easily prepare and deliver a presentation for everything from a financial conference to a board of directors meeting using the Polaview 10, together with any of several widely available presentation software packages. Since the preparation of a presentation to be delivered with a Polaroid projector does not require the assistance of third-party suppliers, long lead times are not required and information can be easily updated. The presenter can prepare additional, easily accessible backup material in anticipation of questions that may be asked by the audience.

Executive presenters typically value such features as superior image quality and brightness, color range, multimedia capabilities, portability, ease of use and the ability to access any part of the presentation non-sequentially. Polaview 10 also allows for increased use of video playback in multi-media presentations. An infrared remote mouse 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 10, a salesperson can easily carry it to customer sites. The result is more effective presentations. Using a Polaroid projector with any of several widely available presentation software packages, a salesperson can tailor a presentation to each customer situation — a transportable notebook computer can even customize a presentation from the road. Highly valued projection system features are portability, brightness, image quality, the ability to access parts of the presentation non-sequentially, and the ability to customize presentations easily.

Training and Education

Polaroid projection products 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 simultaneously. Projection also enables the instructor to provide real-time examples and instruction. Instructors typically value such features as portability, affordability, interactivity and image brightness. The Polaview 10's extreme portability means an instructor can easily carry the system from location to location.

Workgroup Settings

The lightweight Polaview 10 projector is a great choice for workgroup settings because of its super portability. Its size allows you to conduct more workgroups in more locations than ever before.

Financial Analysis

Workgroups can prepare and analyze budgets, forecasts and other financial models using Polaview products 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 workgroups by fostering more interaction among group members and improving the efficiency of the entire process by eliminating delays associated with generating multiple iterations. Workgroups performing financial analysis 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 projector product series for group design reviews, project scheduling and management reporting. While evaluating the design or project schedule together, the group can also make and see changes, and view their results immediately. In addition, technical simulations can be run in a group setting. Prior to the advent of electronic projection products, these groups were limited to reviewing static drawings or printed materials, offering suggestions or modifications, 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

Competition-at-a-glance – 1

	Polaroid Polaview 10	CTX EzPro 500	Proxima LB-10
Volume	.27 cu. ft.	.47 cu. ft.	.24 cu. ft.
Maximum Image Size *(measured diagonally)*	19 ft./570 cm	13 ft./390 cm	13.9 ft./420 cm
U.S. List Price	$4,995	$5,695	$5,000
Weight	9.4 lbs./4.23 kg.	9.5 lbs./4.28 kg.	11.35 lbs./5.2 kg.
TFT Type	Single/6.4 in.	Single/6.4 in.	Single/6.4 in.
Number of Input Sources	3	2	4

Polaview 10 LCD Projector

	Polaroid Polaview 10	CTX EzPro 500	Proxima LB-10
Speaker Complement	Two 2"x3"	Two 2"	Two 3"
Resolution	640 x 480	640 x 480	640 x 480
Lamp Warning	Yes	No	Yes
Built-in Lens Cover	Yes	Yes	Yes
Worldwide Ready	Yes	Yes	Yes
Multi-lingual menus	Yes	Yes	Yes

Polaview 10 LCD Projector

Dare to Compare

Polaroid

	Polaroid Polaview 10	CTX EzPro 500	Proxima LB-10
Number of Colors	16 million	2 million	16.7 million
Simultaneous Monitor Viewing	Yes	No	Yes
Auto-switching Input Source	Yes	No	Yes

Competition-at-a-glance – 2

	Polaroid Polaview 10	nView nFinity P115	InFocus LitePro 570
Volume	.27 cu. ft.	.75 cu. ft.	1.07 cu. ft.
Maximum Image Size *(measured diagonally)*	19 ft./570 cm	12.9 ft./387 cm	10 ft./300 cm
U.S. List Price	$4,995	$6,495	$5,995
Weight	9.4 lbs./4.23 kg.	19 lbs./8.55 kg.	19 lbs./8.55 kg.
TFT Type	Single/6.4 in.	Data N/A	Single/8.5 in.
Number of Input Sources	3	4	4

Polaview 10 LCD Projector

Dare to Compare
Polaroid

	Polaroid Polaview 10	nView nFinity P115	InFocus LitePro 570
Speaker Complement	Two 2"x3"	One 3.5"	Two 2"
Resolution	640 x 480	640 x 480	640 x 480
Lamp Warning	Yes	No	No
Built-in Lens Cover	Yes	No	No
Worldwide Ready	Yes	Yes	Yes
Multi-lingual menus	Yes	No	No

Polaview 10 LCD Projector

	Polaroid Polaview 10	nView nFinity P115	InFocus LitePro 570
Number of Colors	16 million	14 million	16 million
Simultaneous Monitor Viewing	Yes	Data N/A	Yes
Auto-switching Input Source	Yes	No	No

Competition-at-a-glance – 3

	Polaroid Polaview 10	InFocus 580	Sharp XG-E630
Volume	.27 cu. ft.	.48 cu. ft.	1.21 cu. ft.
Maximum Image Size *(measured diagonally)*	19 ft./570 cm	Data N/A	12.4 ft./372 cm
U.S. List Price	$4,995	$7,999	$4,495
Weight	9.4 lbs./4.23 kg.	17 lbs./7.65 kg.	21 lbs./9.45 kg.
TFT Type	Single/6.4 in.	Three/1.3 in.	Single/6.5 in.
Number of Input Sources	3	4	2

Polaview 10 LCD Projector

	Polaroid Polaview 10	InFocus 580	Sharp XG-E630
Speaker Complement	Two 2"x3"	Two 3"	One 4"
Resolution	640 x 480	640 x 480	640 x 480
Lamp Warning	Yes	No	Yes
Built-in Lens Cover	Yes	Yes	Yes
Worldwide Ready	Yes	Yes	Yes
Multi-lingual menus	Yes	Yes	Yes

Polaview 10 LCD Projector

	Polaroid Polaview 10	InFocus 580	Sharp XG-E630
Number of Colors	16 million	16 million	16 million
Simultaneous Monitor Viewing	Yes	Yes	Yes
Auto-switching Input Source	Yes	No	No

The Polaview 10 Super Portable Projector competitive advantage

When compared to the:	CTX EzPro 500
The Polaview 10 advantage:	• Smaller and easier to carry
	• 2.9" height compared to 4.9" LB-10 height
	• Allows for viewing monitor and big screen simultaneously
	• 16 million colors compared to the CTX EzPro 500's 2 million

When compared to the:	Proxima LB-10 Lightbook
The Polaview 10 advantage	• Far smaller and easier to carry
	• More compact and lightweight
	• Greater diagonal image size

Polaview 10 LCD Projector

When compared to the:	nView nFinity P115
The Polaview 10 advantage	• More brilliant images
	• More saturated and accurate colors
	• 16 million colors compared to the nView nFinity P115's 14 million

When compared to the:	InFocus LitePro 570
The Polaview 10 advantage:	• Far smaller and easier to carry
	• More compact optical design
	• Bigger image for more impact
	• More intuitive operation

Polaview 10 LCD Projector

When compared to the: **InFocus LitePro 580**

The Polaview 10 advantage:
- Far smaller and easier to carry
- More reliable — no alignment problems

When compared to the: **Sharp XG-E630**

The Polaview 10 advantage:
- Far smaller and easier to carry
- Easier setup

Click to see more ↑

Sales Support
& Administration

Statement of Internet services and support

Polaroid Customer Support Services is now offering Internet support for all Polaroid Digital Imaging Products on the Polaroid Home Web Page. 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 Page

• Home Page

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 under way to broaden the international support offered on the WEB site.

Fresh stuff

This section contains any new information about Polaroid, it's products, and it's 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 PDC-2000 Digital Camera. This site will change periodically but will always highlight one of the digital products.

■ ■ ■

Customer Support Services

U.S. Service & Support Information

Telephone Assistance
For technical assistance, customers in the United States call Polaroid's toll-free Technical Assistance Hotline at 1-800-432-5355. The hours of operation are Monday through Friday, 8 A.M. to 8 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
565 Technology Square – 3B
Cambridge, MA 02139
Phone: 800-432-5355/Fax: 617-386-9688

Software Support
For application software support, please contact the software manufacturer.

Manufacturer
Polaroid provides a one year warranty for its Polaview LCD products.

Standard Warranty

Limited One Year Warranty   Polaroid Corporation warranties the Polaview LCD products against defects for a period of one year 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.

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.

For complete line of Polaroid LCD Projector Products see Polaroid Home Page at **www.Polaroid.com**.

Polaview 10 LCD Projector

PID#	Product description	List price
622187	**Polaview 10 Super Portable LCD Projector**	**$4,995 U.S.**

This "Super Portable" Liquid Crystal Display Projector fits into its own soft carrying case and is ideal for salespeople or other presenters in business, education and government. The Polaview 10 drastically improves presentation and workgroup applications because of its extreme portability and high quality.

Features:
- New folding mechanism allowing the projector to fold to 2.9 in. (7.25 cm)
- Weighs only 9.4 lbs. (4.2 kg)
- Video compatibility with NTSC/PAL/SECAM
- Two computer inputs
- Optional lapel wireless microphone

Features:*(cont'd)*

- 640 x 480 VGA resolution for sharp video and data
- 200 ANSI lumens and 16 million colors make your presentation spectacular
- Illuminated panel controls and remote multi lingual on-screen menus
- Rear-facing stereo speakers, NTSC/PAL/SECAM video
- PC, SVGA and Macintosh compatibility
- Remote controller, soft-case and all cables/adapters included
- Soft case designed to accommodate laptop computer, as well

Projector accessories

PID #	Product description	List price
623405	Remote control	$90.00 U.S.

Projector spare parts list

Part #	Part description
58381-003	PC video cable
550093-002	Macintosh computer adapter
550093-003	Macintosh monitor adapter
550025-000	Audio cable (AC-1 3.5 mm stereo)
550025-001	Audio cable (AC-2 dual RCA)

Projector spare parts list

Part #	Part description
550093-000	MA-1 Apple Macintosh computer adapter
550093-001	MA-2 Apple Macintosh computer adapter
550009-003	CBL-V VGA 9 foot computer cable
44925P13	FXL 410 lamp
590300-000	Soft carrying case

Polaview Projector Product Positioning

Polaview 10 **Super portable, low cost VGA projector**

VGA 640 x 480

Adequate for most lighting conditions

Laptop size under 10 lbs.

$5,995

Polaview 110 **Best VGA projector for well-lighted environments and business graphics applications**

VGA 640 x 480

SVGA 800 x 600 compressed

Rich saturated colors

High brightness

24 lbs. (10.8 kg.)

$8,295

Polaview 220

Best SVGA projector
Best projector for video and full color/photographic images

SVGA 800 x 600

Full screen VGA (640 x 480)

Excellent uniformity

No LCD "screen door" effect minimum pixelization

Best video and full color imagery

23 lbs. (10.35 kg.)

$10,900

Polaview 305

Portable high-resolution projector (Compared to competitive CRT and LCD projectors)
Optional Adobe Acrobat Player System for presentation without connecting a PC

XGA 1024 x 768

VGA (640 x 480) to EWS (1280 x 1024) compatibility

High detail/resolution

31 lbs. (13.95 kg.)

$16,995