

# SmartEco: Outstanding image quality and maximum energy savings



## New technology for BenQ projectors

BenQ, world's foremost manufacturer of DLP® projectors, demonstrates its technological edge once again. The new BenQ projectors now display even brighter images for even longer and use up to 50% less energy. This has been made possible by new ImageCare technology from Philips, which is making its debut in the DLP sector with BenQ. This technology improves the core element of the projector: the lamp. Lamp life can be increased by up to 70% at full light intensity – which could be of particular interest in office environments and schools where projector brightness and energy efficiency are particularly critical.

## Impressive Brightness

SmartEco's technological breakthrough lies in the energy-efficient switching of the lamp system to different brightness settings. An internal software solution compensates for this process by retaining an optimum colour spectrum whilst also providing improved contrast. Through this revolutionary technology the lamp always adjusts itself optimally and generates just as much light as necessary. If, for example, predominantly darker content is being projected, the lamp dims accordingly without causing any loss to optical brightness for the viewer. Thanks to SmartEco images are presented clearly and precisely with maximum light intensity. In rooms such as classrooms and conference rooms lit by natural light the projector supplies the optimum luminous output.

## Longer Lamp Life

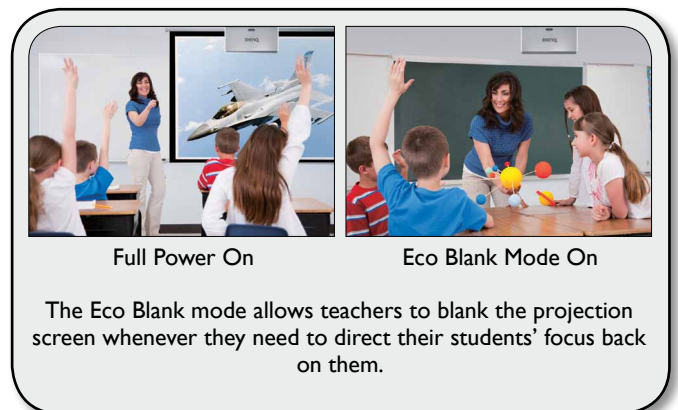
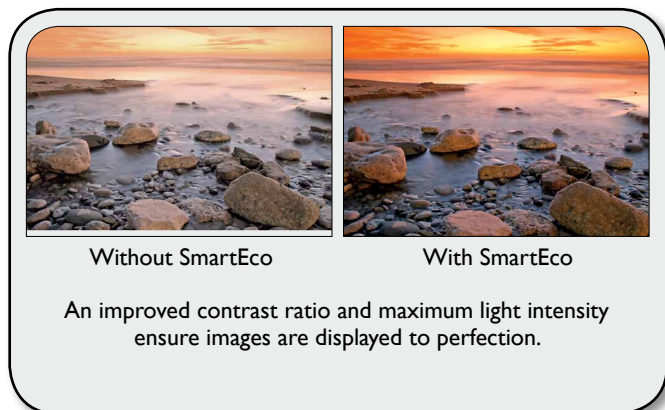
SmartEco technology not only provides outstanding image quality with maximum energy savings, it also prolongs lamp life – which can be increased by up to 70% in comparison to existing lamps. This results in lower operating costs and less maintenance: an important advantage – particularly in high-use business and school environments.

## High Energy Efficiency

This technology only consumes as much energy as required for optimal contrast. Valuable power can also be saved with the Eco Blank function. When giving a presentation, in a classroom for example, the presenter or teacher can press a button to switch the projector to blank mode to gain the attention of the audience before switching it back to its normal brightness to continue with the talk.

Energy Consumption for a Projector Lamp System on an Average School Day*			
Usage Profile	Mins on Avg. Day	No ImageCare	ImageCare
OFF	354		
ON – Searching for Inputs/Standard Projection Screen	0	100%	75%
ON – Other Content – Actively Used	49	100%	100%
ON – Other Content – Same Image for 5 Minutes	20	100%	30%
ON – Full Screen Film	4	100%	65%
ON – Full Screen Photo	1	100%	65%
ON – Full Screen Photo – Same Image for 5 Minutes	2	100%	65%
On – Content Off	7	100%	30%
<b>Average Energy Consumption</b>		<b>100%</b>	<b>74%</b>

\* To learn more, please visit [www.lighting.philips.com/main/application\\_areas/projection](http://www.lighting.philips.com/main/application_areas/projection)  
\* Statistic is based on 8 hour Chinese school day



BenQ America Corp.  
15375 Barranca Parkway, Suite A-205, Irvine, CA 92618    Tel: (949) 255-9500    [www.BenQ.us](http://www.BenQ.us)

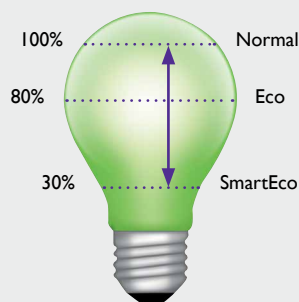
BenQ is a registered trademark of BenQ Corp. DLP® is a registered trademark of Texas Instruments. All rights reserved.  
Product names, logos, brands, and other trademarks featured or referred to in this materials are the property of their respective trademark holders.  
Specifications subject to change without notice.



Enjoyment Matters

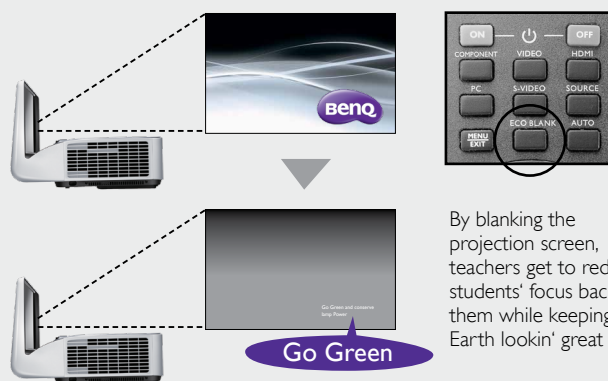
## SmartEco Series Tips

### Lamp Power - Save up to 70%



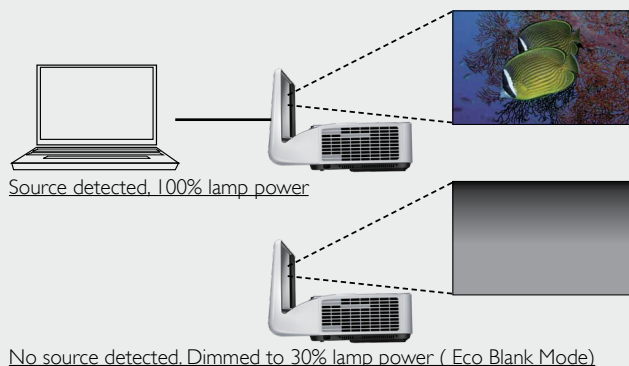
SmartEco lets the projector automatically adjust lamp power based on input content. SmartEco cleverly adjusts the lamp power to maximize power saving by delivering the best contrast and brightness performance.

### Eco Blank - Blank the screen and conserve lamp power by up to 70% when the projector is not actively in use



### 30% Lamp Power when No Signal Detected

Activate Eco Blank Mode after projector has remained unconnected to a display source for 3 mins to lower the projector brightness to 30%



### Go Green

Switch to SmartEco mode by pressing the hotkey on the remote



Eco Blank allows teachers to redirect students' focus

### SmartEco

Projectors come with SmartEco mode as the default setting. In case it has been changed to a different mode, it only requires one touch on the remote to continue your energy saving.

### Eco Blank

When the projector is not actively in use you can easily blank the screen and conserve lamp power by up to 70%

### No signal, no spill

When the projector detects no signal, it automatically switches back to using only 30% lamp power.

## SmartEco Series Line Up



#### MW851UST

- WXGA (1280 x 800)
- 2500 Lumens, 13000:1 Contrast Ratio
- 0.36 Throw Ratio, HDMI
- LAN Control, SmartEco Mode
- Long Lamp Life, Instant Restart



#### MX850UST

- XGA (1024 x 768)
- 2500 Lumens, 13000:1 Contrast Ratio
- 0.45 Throw Ratio, HDMI
- LAN Control, SmartEco Mode
- Long Lamp Life, Instant Restart



#### MX816ST

- XGA (1024 x 768)
- 2700 Lumens, 10000:1 Contrast Ratio
- 0.6 Throw Ratio, HDMI
- LAN Control, SmartEco Mode
- Long Lamp Life, Instant Restart



#### MW712

- WXGA (1280 x 800)
- 3200 Lumens, 10000:1 Contrast Ratio
- 10W Speaker, HDMI
- LAN Control, SmartEco Mode
- Long Lamp Life, Instant Restart



#### MX716

- XGA (1024 x 768)
- 3500 Lumens, 13000:1 Contrast Ratio
- 10W Speaker, HDMI
- LAN Control, SmartEco Mode
- Long Lamp Life



#### MW516

- WXGA (1280 x 800)
- 2800 Lumens, 10000:1 Contrast Ratio
- 2W Speaker, HDMI
- Instant Restart, SmartEco Mode
- Long Lamp Life



#### MX514/MX513

- XGA (1024 x 768) / SVGA (800 x 600)
- 2700 Lumens, 10000:1 Contrast Ratio
- 2W Speaker, HDMI
- Instant Restart, SmartEco Mode
- Long Lamp Life



#### MX503/MS502

- XGA (1024 x 768) / SVGA (800 x 600)
- 2700 Lumens, 13000:1 Contrast Ratio
- BrilliantColor™, Long Lamp Life
- High Contrast Ratio, 3D Ready
- Virtually Color Decay Free; SmartEco™

Online SmartEco Savings Calculator [www.benq.com/microsite/projector/smarteco](http://www.benq.com/microsite/projector/smarteco)

#### No More Compromises:

These BenQ projectors score points with their high cost efficiency – even at peak luminous output they offer long lamp life and low energy consumption.

Specifications subject to change without notice.

DLP and the DLP logo are registered trademarks of Texas Instruments. HDMI, the HDMI logo and High-Definition Multimedia Interface are registered trademarks of HDMI Licensing LLC.



Enjoyment Matters