

# Aiptek presents handheld projector range for entrepreneurs and entertainment

Pico projectors – portable presentation device for commercial and personal use

Review units and hi res images available on request. Media Release: Aiptek presents handheld projector range for entrepreneurs and entertainment  
Pico projectors – portable presentation device for commercial and personal use

Sydney, Australia, November 13, 2013 – Aiptek International Inc., a global leader of mobile projection, today announced a variety of new Pico Projectors hitting the Australian market. Central to its business, Aiptek has developed mini projectors that have evolved from progressive to practical with high brightness models that are specially designed for portable use. The smallest of handheld projectors that can be easily carried in a briefcase or handbag, Aiptek pico projectors are designed to fit in with a mobile lifestyle – for commercial business and personal entertainment.

## MobileCinema i55

Created specifically for iPhone 5 and 5S, the compact MobileCinema i55 weighing only 160 grams, is just like a second skin for the iPhone. Simply connect the MobileCinema i55 to play personal content from an iPhone or HDMI device, projecting onto a screen size of up to 150 centimetres (60 inches). With 50 ANSI lumens, the MobileCinema i55 delivers more than double the brightness of similar products on the market and its internal battery can be used to charge the iPhone. Available November 2013 online through electronics resellers. RRP AU\$299 inc GST.

## MobileCinema A50P

Purposed for Android, the iF Design Award winning MobileCinema A50P is the gadget for MHL or HDMI compatible mobile devices. The miniature MobileCinema A50P pico projector easily connects via microUSB or microHDMI and projects all types of media content on any surface, up to 150 centimetres (60 inches). A lightweight 165 grams, the MobileCinema A50P is equipped with an internal battery that charges a smartphone making it a powerful battery bank and features modern, energy-saving RGB LEDs for up to 20,000 hours lifetime. Available now online through electronics resellers. RRP AU\$299 inc GST.

## PocketCinema V60

A pico projector with versatile features and functions to display presentations or play media, the PocketCinema V60 incorporates DLP technology used in large cinema projectors. View imagery in brilliant colour and deep contrast with the projection size up to 150 centimetres (60 inches) and 50 ANSI lumens of brightness. With built-in office and PDF reader, project a presentation directly without conversion, or simply connect the PocketCinema V60 to a tablet, notebook, or Blu-ray player via HDMI to enjoy a movie. Available now online through electronics resellers. RRP AU\$349 inc GST.

## ProjectorCam C25 – Full HD Camcorder with Pico Projector

One device to record and present in Full HD, the ProjectorCam 25 is the best combination of the latest technologies. A high definition camcorder with embedded DLP pico projector records quality videos or pictures that can be immediately viewed on a white wall with a picture size of up to 125 centimetres (50 inches). A large 7.6 centimetre (3 inch) touch display makes recording, preview and setup of many advanced functions easy and efficient. Available November 2013 online through electronics resellers. RRP AU\$399 inc GST.

Aiptek pico projectors are valuable for entrepreneurs looking to take advantage of any opportunity to make an elevator pitch, treasured tools for frequent business travellers who need to make presentations on the go, and entertaining gadgets for today's tech savvy consumers.

## About Aiptek

Aiptek International (Advanced Intelligent Personal Technologies) was founded in 1997 in Taiwan. The company produces and distributes 3D products, camcorders, pico projectors, digital photo frames, graphics tablets, digital styluses and cameras. The German and European office was opened in 1999 in Willich near Düsseldorf, from where all European sales are coordinated. There are also branches in Shanghai and the USA. The legendary Pen Cam with which Aiptek started out in 2000 had sold over 2.5 million within a short space of time. Aiptek pico projectors represent innovative technologies for price-conscious customers.