



**PHILIPS**

Digital Projection

# ImageCare a Philips **Projection Lamp Innovation**

Because Philips knows that teachers require a projector which supports maximum focus of attention, whether it be on the screen or on other activities.



Focus where  
you want it  
and **when you  
need it!**



Digital front projectors are well accepted and widely used throughout corporate business and now also schools are adopting this powerful presentation tool as they find that projector usage helps to capture children's attention. By introducing ImageCare, Philips enables a new way of operating projector lamp systems that is intuitive, familiar and environmentally conscious.

“Where schools take care of preparing our kids optimally for the future, Philips makes sure they can use a better and more environmentally **friendly lamp technology!**”



# Projector Lamp Technology

## Innovation by Philips

In collaboration with leading panel makers Philips has developed ImageCare technology which combines optimal picture performance with maximum energy saving. On top of that, ImageCare also has a positive effect on lamp lifetime which results in lower total cost of ownership and less maintenance.



## Projector usage in schools

Together with Futuresource Consulting, Philips has done research on projector usage in education. Our research in the UK showed that projectors are widely used in schools<sup>1</sup>. Motivated by energy awareness, teachers turn projectors off at the end of the school day and in many cases also before breaks. An interesting insight is that during the on-time the projector is not always actively used: mostly, it is showing static content.

<sup>1</sup> Based on end-user research: [www.philips.com/dpl](http://www.philips.com/dpl)

### Primary schools

	Hrs	% of School day
Off	2.4	36 %
On	4.3	64 %
	6.7	100 %

### Secondary schools

	Hrs	% of School day
Off	3.2	49 %
On	3.3	51 %
	6.5	100 %

Average projector usage in schools in the UK

## For you

### Maximizing Image Experience

Contrast Enhancement for Movies and maximum brightness for presentations



## About you

### Capturing Attention

Intuitive and familiar “Saver Mode” function helps to focus attention where you want it



## Around you

### Caring for the Environment

Up to 50% energy saving in lamp system in classrooms<sup>1</sup>



[asimpleswitch.com](http://asimpleswitch.com)

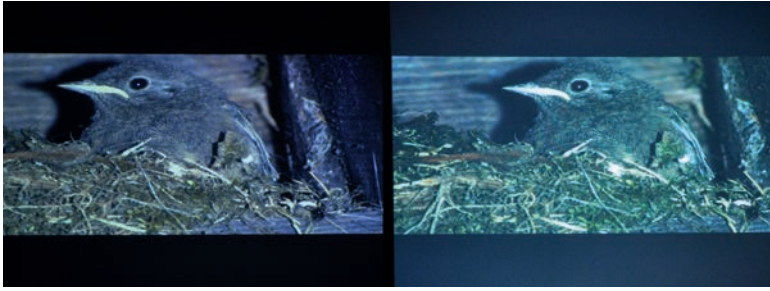
# For you: Maximum Image Experience

The ImageCare Experience More concentration  
and visibility on screen while the class enjoys  
a bright day in school

By taking care that each image is supplied by exactly the amount of light  
that is needed for best performance. For you.







With ImageCare

Without ImageCare

### Enjoy Vivid Contrast whenever you show movies or photos

ImageCare automatically calculates the optimum lamp power needed for best contrast performance.



Windows darkened

Windows open

### Enjoy Maximum projector brightness in broad daylight

With ImageCare you don't need to sit in the dark anymore. Because ImageCare always uses the total system brightness range, giving you full brightness when you need it.

“

It was the great picture experience that drew their attention to **your story**”

# About you: **Capturing Attention**



ImageCare helps you focus Ensuring that attention is, where you want it to be

The ImageCare “Saver Mode” works like a screensaver but offers you more, because it dims the screen brightness to 30% of its full power, while the image remains clearly visible. This means you can use it in two ways:

- capturing attention: because by changing the brightness of the always visible screen, you can actually focus attention where you want it
- save energy and preserve lifetime each time you go to Saver Mode





### Attention to your story

You can be confident that your presentation with the projector will have maximum attention of the children. Because ImageCare supports you with bright visuals and contrast rich images.



### Attention to you

To focus attention on yourself, you simply push the Saver Mode button. The images are still visible, but do not distract the children. And if you push the button again, the change to full screen brightness immediately captures their attention for the next subject!



### Attention to tasks at hand

With the projector in Saver Mode mode it is easier to concentrate on tasks. So when you stop using the projector, it automatically goes to Saver Mode: saving energy and helping your class to concentrate.

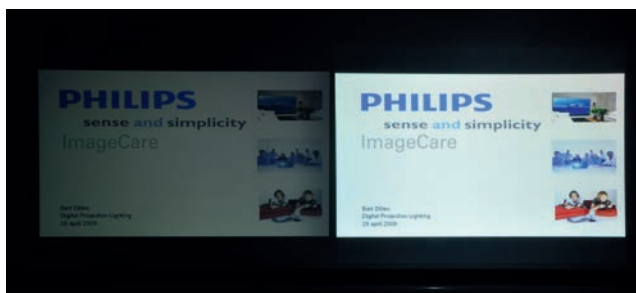
# Around you: **Caring for the Environment**

ImageCare automatically saves energy  
Because we know you care

## How it works for you!

ImageCare only uses the amount of energy that is needed for optimal contrast performance. The given examples illustrate how much energy can be saved in different situations.

### Using Saver Mode



Saver Mode on

Full power

ImageCare	Projector	Lamp
Saver Mode	89 W	60 W
Full Power	296 W	200 W

### Showing a movie



Movie Mode: Improved contrast & energy saving

Full Power

ImageCare	Projector	Lamp
Movie Mode	163 W <sup>1</sup>	110 W <sup>1</sup>
Full Power	296 W	200 W

<sup>1</sup> Average power consumption during movie

Saver Mode saves >65%  
Power on projector!

Showing movies saves >20%  
Power on projector!



**asimpleswitch.com**

- Save energy when you show that great movie
- Energy only when needed, only the amount necessary



# The innovation story **continues**

Philips has created the UHP lighting technology in the early 90's. This technology was widely accepted by the market and led to market leadership for Philips. This innovation is continued by the development of ImageCare technology, giving rise to a new dimension in the way people experience true colors.

Philips continues its technology innovation for projector lighting, driven by the ambition to offer revolutionary solutions that change the way people experience projectors.



