



**PHILIPS**

Digital Projection

# Constant bright images to inspire **bright minds**

**Philips ImageLife** – the only digital  
projection lamp that promises  
3 years of consistent image brightness  
for enhanced learning

# Bright images inspire bright minds



Every teacher knows that the learning environment plays an important role in how well children perform at school. Visual aids like digital projectors are a great way to enhance lessons in a way that will engage pupils and capture their imagination.

After several years of projector lamp use, the projected images become difficult to read, causing pupils to lose their focus or miss details projected on the screen. That's why Philips has introduced ImageLife; the only digital projection lamp system that can promise consistent image quality over the long lifetime of the lamp. Because the longer the images stay bright, the longer you can inspire bright minds.

#### **Breakthrough UHP technology**

The major breakthrough of ImageLife is its ability to maintain a fixed brightness level over the long lifetime of the lamp system.

ImageLife features intelligent power settings which compensate the typical brightness decay that occurs in current projection lamps. The settings automatically detect the required power level to achieve constant picture brightness and adapt themselves accordingly.

As a result, ImageLife offers constant brightness of projected images for 3 years\*, providing an effective visual support tool that teachers can truly rely on during their lessons.

\*Based on end user research in the UK, white paper can be found on [www.philips.com/dpl](http://www.philips.com/dpl)



**ImageLife**

Maximum image experience, from the first day till the last!

First day performance



Full brightness

3 years later



Full brightness  
Just like new!

**Normal operation**

Readability deteriorates over time

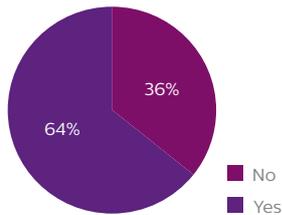


Full brightness



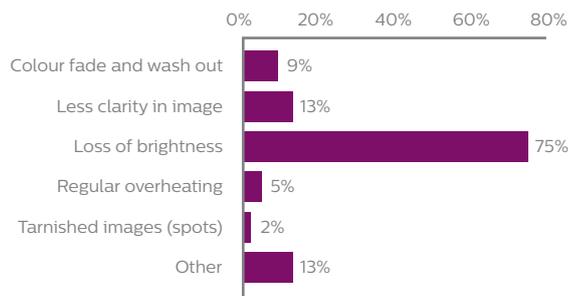
Typical brightness decay after 3 years  
Need to close the curtains or window blinds to improve the visibility of the screens

Did you notice any performance differences over the lifetime of a projector?  
If yes, please specify?



Base: 198

Performance differences noticed



Confirmed market need for constant picture brightness

Together with Futuresource Consulting, Philips has executed an end user satisfaction study among 200 schools in the UK.\*

The results show that 64% of teachers experiences performance deterioration of their projectors over time. 75% of the respondents indicates that the deterioration is related to loss of brightness and 13% to less clarity in image. In addition, the majority of teachers indicates to try and improve the visibility of the screens by changing the ambient light conditions (e.g. closing the curtains).

\*White paper available on: [www.philips.com/dpl](http://www.philips.com/dpl)

# Building further on the UHP platform

## Innovation by Philips

Building on earlier collaboration with leading panel makers to allow dynamic brightness control, Philips has developed ImageLife technology which combines optimal picture performance with long lifetime reliability and maximum energy saving. This allows end users to enjoy bright images while reducing Total Cost of Ownership and contributing to a better environment.



## Constant brightness!

Ensure that the teacher and students always enjoy best in class visibility of projected images and do not need to worry about the projector's performance or about ambient light settings.



The continuous innovation on our UHP platform enables our customers to differentiate in the competitive education projector market by offering solutions that truly matter to the end-user:



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

## Care for the environment

The long lamp life and energy savings allow the end user to decrease the Total Cost of Ownership and contribute to a more sustainable environment.



For more information, please visit [www.philips.com/dpl](http://www.philips.com/dpl) or send an email to [dpl@philips.com](mailto:dpl@philips.com)

