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## Esquire launches new BenQ MP 771 projector for big-screen viewing

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The XGA projector features a short-throw lens and new imaging technologies to enable a big-screen viewing experience.

Esquire Technologies, an IT and digital lifestyle distributor, has announced the availability of the BenQ MP771, a high brightness XGA projector, featuring a short-throw lens, new imaging technologies and a wide array of features that provide corporate and education users with easy access to a big-screen viewing experience.

The BenQ MP771 makes big-screen viewing possible even in smaller place, such as departmental meeting rooms, classrooms or living rooms, where space restrictions force audiences to be close to the screen.

"With the ability to project a 74-inch picture from just a meter away, the MP771 not only overcomes space constraints, but positioning it close to the screen keeps the movements of viewers from affecting the picture," comments Mahomed Cassim, Marketing Director of Esquire.

"The short-throw ratio also makes it more practical and safe for presenters to stand between the projector and audience, avoiding the annoyance and health risks of the bright projector lamp shining into their eyes."

Featuring a high 3 000 ANSI lumens brightness and high 2 000:1 contrast ratio, the MP771 delivers precise details even in dark scenes. The BrilliantColor technology brings a 50% increase in brightness of mid-tone colour, resulting in highly saturated images.

The integration of UNISHAPE lamp lighting technology means the MP771 is able to vary the intensity of the projector lamp in synchronisation with its Digital Micro mirror device (DMD) and colour wheel, allowing an increase of 40% in brightness and boosting specific colours in different application modes.

The MP771 provides high reliability and ease of use with a wide array of features including the Splash Screen Lock function, a 12V trigger, Quick Auto Search function, Power On/Off tones and a presentation timer that effectively assists the user in keeping track of the time, ensuring presentations always end on time.

"The MP771 is equipped with a combination of imaging technologies and features that provide users with a highly affordable solution that makes a classroom or boardroom session both fun and engaging, providing easy access to big-screen viewing experiences, even in rooms previously thought too small," comments Cassim.

"We are confident that this projector will fulfil the increasing demand in the education and corporate sector for a broader learning solution that is easy to use and affordable."

Available throughout SA at Esquire Technologies - contact 0861 70 00 00, or e-mail [sales@esquire.co.za](mailto:sales@esquire.co.za) for your closest outlet.