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The Canon REALiS SX7 multimedia projector
Canon

Canon's Got Two New Multimedia Projectors Out in the Wild

The REALiS SX7 and the REALiS X700

The Canon company is one of the most important manufacturers of various projecting solutions on the market, as it has launched, over time, quite an impressive number of such products. However, they constantly keep upgrading and updating their product line-up and their latest release is represented by two multimedia projectors, the REALiS SX7 and the REALiS X700, which provide some pretty advanced features, although at very high price tags. Both the REALiS SX7 and the REALiS X700 Multimedia Projectors feature Canon's patented, proprietary AISYS (Aspectual Illumination System) Optical Engine, which maximizes the display power of advanced LCOS (Liquid Crystal on Silicon) reflective panels. The new REALiS SX7 and the REALiS X700 Multimedia Projectors also feature a new, improved 275-watt AC projection lamp that provides richer color reproduction and longer life (from 2,000 to 3,000 hours) than earlier models. The REALiS SX7 is the most advanced of the two new models released by Canon. It provides SXGA+ (1400 x 1050) resolution and its extended support for Adobe RGB and sRGB color space makes it a very good solution for those applications that require very accurate color reproduction, as for example professional photography, graphics and printing, computer-aided design and engineering (CAD/CAM) labs and medical imaging. Providing 4000 ANSI Lumen high-brightness and a contrast ratio of 1000:1 to help provide clear display of large images even in brightly lit environments, the REALiS SX7's images are brighter than earlier models. Moreover, the REALiS SX7 is engineered to minimize operating noise (as low as 31dB), which maximizes concentration when used in a classroom environment. Although it's not as powerful as the SX7, the REALiS X700 Multimedia Projector delivers an XGA (1024 x 768) resolution, as well as 4000 ANSI lumens of brightness, which help enable it to display images at a 1000:1 contrast ratio in most brightly lit environments (including shopping malls and large classrooms). The REALiS X700 is ideal for business presentations and boardroom installations. "The new REALiS SX7 and REALiS X700 Multimedia Projectors provide improved display performance, longer lamp life, and even stereo audio connectivity," said Yuichi Ishizuka, senior vice president and general manager, Consumer Imaging Group, Canon U.S.A. "Crisp, high-resolution imagery, intricate detail, exceptional brightness, superior color accuracy, and innovative ease-of-use functions are built into most REALiS Multimedia Projector. Now, with the introduction of the REALiS SX7 and REALiS X700, the REALiS Multimedia Projector line includes models engineered to meet the demands of an even wider array of professional users." "The two new projectors from Canon will arrive in stores later on this year, with price tags between 4,000 US dollars (the REALiS X700) and 7,000 US dollars (the REALiS SX7), which might make them quite an attractive solution for professional users (as they're a little bit expensive to be incorporated in a standard home-cinema system). We are just a few, but there are many of you, Softpedia users, out there. That's why we thought it would be a good idea to create an email address for you to help us a little in finding gadgets we missed. Interesting links are bound to be posted with recognition going mainly to those who submit. The address is .