



Press Release: LED 1000 HD Digital Art Projector

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FOR IMMEDIATE RELEASE:

Artograph Releases LED 1000 HD Digital Art Projector

From the Renaissance greats to the premier fine artists of today...

The legacy of the projector as a tool for master artists reaches a new pinnacle with the **LED 1000™ HD Digital Art Projector™** from Artograph.

From da Vinci to Vermeer to the Artograph DB300, now to the new LED 1000, the projector is long-recognized as a vital tool in the palette of discerning commercial and fine artists.

Artograph is pleased to announce this top-of-the-line high definition projector, custom configured for the needs of artists and crafters, is now available.

With 1000 lumens of maintenance-free LED projection, the LED 1000 HD Digital Art Projector brings greater power and brilliance, giving artists freedom to increase their productivity and artistic reach.

Twenty custom built-in **GRIDS** bring superior capability for layout, composition, and scaling, ready at the touch of a button on the remote. **KEYSTONE** adjustment gives flexible perspective control on any surface at any angle. **GRAYSCALE** and **CONTRAST** controls create unsurpassed tonal evaluation. **COLOR TEMP/HUE** adjustments give the artist vivid images in all lighting conditions.

Artograph is proud to bring this latest tool in our long line of successful Products for the Creative Mind® to the professional art market. The **LED 1000™ HD Digital Art Projector™** is a stellar addition to the Artograph tradition of quality, reliability, and ever-greener products for the arts.

For available images see our website at:

<http://www.artograph.com/category/pressreleases/>

[For the Quilting/Sewing/Fabric Arts retail markets]

A classic art form meets 21st century technology...

For the 21st Century quilting and fabric artist, the projector is as essential a tool in the sewing box as a pincushion was in our grandmothers' time.

Artograph is pleased to announce the **LED 1000™ HD Digital Art Projector™**, a state-of-the-art tool which embraces a classic fabric art form.

In quilting and other fabric arts, layout and design spring from the creativity of the designer. Now the quilter can develop a design on paper or in a computer and project the design in full scale onto pattern paper. Built-in **GRIDS**, and other features, aid the artist in layout, scaling, and composition.

Using the **COLOR, CONTRAST**, and **GRAYSCALE** features, a quilt designer can project a photograph and develop it into a vibrant fabric design.

With 1000 lumens of maintenance-free LED projection, the LED 1000 HD Digital Art Projector brings greater power and brilliance, giving crafters and artists freedom to increase their productivity and artistic reach.

Artograph is proud to bring this latest tool in our long line of successful Products for the Creative Mind® to the professional art market. The **LED 1000™ HD Digital Art Projector™** is a stellar addition to the Artograph tradition of quality, reliability, and ever-greener products for the arts.

ABOUT ARTOGRAPH:

Artograph was founded in Minneapolis in 1947 by three entrepreneurs, Ed Hirschhoff, John Engel, and Les Kouba, who wanted to start a company that produced time-saving devices. Les Kouba, a promising wildlife artist, suggested developing a projector to help him enlarge his wildlife photos onto a canvas. Thus, the first Artograph projector was born.

Many variations were created from that first projector, but it was in 1977 when a totally new design in projectors was created that hit the commercial and graphic artist markets like a bolt of lightning. The DB300 table-top projector was an instant success and became a key tool for artists and designers for over 20 years.

As technology and the age of the computer flourished, Artograph's focus expanded from the commercial artist and designer to include the distinctive needs of the fine artist and the crafter. A number of new projectors were introduced and the term "Artograph it!" soon became synonymous with using an art projector to save time and increase productivity.

With the development of LED technology, Artograph's commitment to ever-greener and more energy efficient products shines in product lines designed with the artist in mind.

ABOUT HISTORY OF ART PROJECTORS:

In the fourth century BC, Aristotle wrote about projection phenomenon, having observed the crescent-shaped images of the sun during a partial eclipse that formed on the forest ground. This fascination continued throughout the ages, until some curious inventor soon turned this magic into devices such as the Camera Obscura and the Camera Lucida. It was the artist who embraced the unique benefits of the projector which allowed them to maximize their talents.

Leonardo da Vinci left a number of his papers intact which still exist. The largest collection of these is called the *Codex Atlanticus*, and it covers a wide variety of subjects – including the principles of the Camera Obscura. One of the most talented artists of the 1600s, Jan Vermeer, is credited with using a Camera Obscura to help him produce his masterpieces. David Hockney, a world-famous artist in his own right, published a book in 2001, *Secret Knowledge: Rediscovering the Lost Techniques of the Old Masters*, in which he argued that Vermeer (and

other artists, including Diego Velázquez) used a combination of optical aids to create their photorealistic effects. Hockney worked with physicist and optics expert Charles Falco to show the different devices and methods artists used before the invention of photography in the nineteenth century.

FOR MORE INFORMATION:

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Sales and Retailer Ordering Information

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Features / copy for retailers:

For the fine artist and commercial artist –

- Full HD 1080p – 1920 X 1080 High Definition clarity and brilliance
- 1000 Lumens – Our brightest, most powerful digital projector.
- 100,000 to 1 contrast ratio – Vivid, clear image projection in a lit room.
- LED projection – Energy efficient, maintenance-free LED projection, with LED pulsing that virtually eliminates motion blur
- Grids – 20 exclusive built-in grid patterns give artists a powerful layout and design toolkit.
- Keystone correction – Automatically or manually adjust angle to suit your canvas.
- Grayscale – Monotone projection for contrast and tonal evaluation.
- Zoom – Magnification of USB images up to 200% let you enlarge and select portions of your image.
- Color Adjustments – Configure color qualities to suit your lighting situation and design. Expert hue adjustments from fine to broad create color temp options to suit your eye and composition.
- Contrast Adjustments – From low to extremely high contrast projection for isolation of design elements
- Inputs – Connect your PC or Mac computer, tablet, iPad, smart phone, or other device via USB or HDMI. Also connect flash drives and SD cards directly.
- Wireless Connection – Connect wirelessly from some devices via WiFi Direct or Miracast.
- Audio Output – Optical audio output to your AVR will give great sound quality to set the tune to your artwork.
- **1 Year Warranty from Artograph**
- **Lifetime technical service support**

Includes:

- Remote control w/two AAA batteries
- Power cord
- HDMI cable
- Composite cable
- Component cable
- Multi-card USB card reader
- Storage bag
- Owner's Manual (English)
- Multi-language CD Manual

LED 100 Specifications:

- Weight: 4.9 lbs.
- Bulb: Maintenance-Free 50,000 hour LED
- Projection type: 1920 X 1080 DLP 1080p
- Tripod Connection
- Kensington Lock option
- 110 V
- 5W+5W Stereo sound speakers
- Optical audio output
- Headphone audio output jack
- Dimensions: 10.9" x 8.6" x 1.9"