



(Left to right) Epson Business Projectors: EB-FH52, EB-E10, EB-W06

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Epson redefined minimum resolution standards with its new range of E10 business projectors

Studies found that visual aids during a presentation can help the audience retain up to 65 per cent of the information, compared to just a verbal pitch^[1]. Setting a new minimum resolution standard for business presentations, [Epson](#) today announced the launch of a new range of business projectors, including the Epson EB-E10. The new E10 range of business projectors all incorporates XGA, WXGA or Full HD resolution, leaving behind the conventional entry-level SVGA resolution while setting new industry

standards for quality business presentations. The wide range of entry-level models also offers competitive specifications that are affordable while meeting an extending range of business needs.

With all models in the range offering XGA or higher resolution, the projectors ensure that business presentations and images are optimised for both quality and clarity, dramatically improving the presentation experience and allowing for smoother and clearer communications. In addition, the projectors also include Epson's 3LCD technology, allowing for more accurate and higher quality colour output than 1 Chip DLP™ Projectors.

Daisuke Hori, Managing Director of Epson Malaysia said, "With this new range of projectors, Epson is setting a new benchmark for high-quality business presentations, solidifying its market leadership position in the industry. By setting the stage for a move from SVGA to XGA as a minimum resolution standard, we're optimising the overall presentation experience for our business customers, providing better quality than before. We're proud and excited to launch this range, which combines state-of-the-art quality and affordability to further address the needs of our customers."

A wide range of connectivity options, from optional wireless to Miracast® connectivity[2], supports the projectors' connection to both newer digital devices, as well as legacy analogue products without requiring the use of adaptors, making the range suitable for classrooms, offices and meeting rooms with existing analogue infrastructure. The installation flexibility of the models, including features such as the Keystone correction function[3], reduces set-up time and complexity.

With a long lamp life of up to 17,000 hours in ECO mode – the equivalent of 14 years' worth of use – the projectors also provide a low total cost of ownership to help businesses of all sizes manage their operational overheads.

The full range of models in the E10 series, along with resolutions and colour/white brightness is as below:

Model no.	Resolution	Colour/White Brightness
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EB-E10	XGA	3600lm	
EB-X06	XGA	3600lm	
EB-X51	XGA	3800lm	
EB-972	XGA	4100lm	
EB-W06	WXGA	3700lm	
EB-W51	WXGA	4000lm	
EB-982W	WXGA	4200lm	
EB-FH52	Full HD	4000lm	

The new EB-E10 business projector series is now retailing at RM1,420 at [Epson Flagship store on Lazada](#) and Epson Authorised Dealer stores. Other models in the series will be made available progressively by December.

[1]<https://workinmypajamas.com/why-are-visual-aids-so-important-in-presentations/>

[2] For EH-FH52 only

[3] Not applicable for EB-E10

About Epson

Epson is a global technology leader dedicated to connecting people, things and information with its original efficient, compact and precision technologies. With a lineup that ranges from inkjet printers and digital printing systems to 3LCD projectors, watches and industrial robots, the company is focused on driving innovations and exceeding customer expectations in inkjet, visual communications, wearables and robotics. Led by the Japan-based Seiko Epson Corporation, the Epson Group comprises more than 76,000 employees in 87 companies around the world, and is proud of its contributions to the communities in which it operates and its ongoing efforts to reduce environmental impacts.<http://global.epson.com/>

About Epson Southeast Asia

Since 1982, Epson has developed a strong presence across major markets in Southeast Asia. Led by the regional headquarters Epson Singapore, Epson's business in Southeast Asia spans an extensive network of 11 countries with a comprehensive infrastructure of close to 500 service outlets, 7 Epson solution centres and 7 manufacturing facilities. <http://www.epson.com.sg>

About Epson Malaysia

Epson Malaysia Sdn Bhd was established in Malaysia in 1991 as Epson Trading (M) Sdn Bhd, a sales company of the Seiko Epson Corporation, Japan. The company has exclusive rights to market, distribute and support a complete range of leading-edge Epson consumer and business digital imaging products in Malaysia and Brunei. Today, Epson Malaysia has 84 employees and an extensive network of 59 authorised service outlets nationwide. For more info, please visit www.epson.com.my or connect with us at www.facebook.com/my/EpsonMalaysia