



PRESS RELEASE

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SIM2 Announces Special CEDIA Offer for iPhone/iPad App

SIM2Calc - Entrant for the CEDIA Attendee Choice Award - Available for free* for limited time

Miramar, Florida—September 2010—SIM2 continues to dedicate efforts to cost-saving measures for its dealers and now extends a courtesy show bonus for an incredibly helpful tool for the entire industry. The wildly



popular iPhone/iPad app called SIM2Calc, always free of charge for authorized SIM2 dealers, will be available on iTunes for the discounted rate of \$4.99 during expo. What happened to "free"? All CEDIA attendees that talk to a SIM2 representative while downloading the app* will receive the \$4.99 back on the spot! This to celebrate SIM2Calc as an entrant for CEDIA's new Attendee Choice Award and it is another way for SIM2 to put money back into the dealer's pocket.

"SIM2 is consistently striving to provide our dealers with tools that aid them in achieving the greatest profitability through cost-effective and efficient means," said Alberto Fabiano, VP of Marketing for SIM2 USA. "SIM2Calc does just that, providing a simple yet intuitive program allowing the designer to offer a truly personalized service, based on the customer's own individual preferences or needs. Instead of relying on generalized tables to find a suitable projection system, SIM2Calc offers the extensive SIM2 product line in the palm of one's hand allowing for quick and accurate calculations, saving valuable time and money for the dealer. We always like to give our dealers the competitive edge and with this offer the rest of the industry can experience it first hand and maybe find a SIM2 product that will fit that project."

SIM2Calc is a comprehensive collection of calculation tools covering the vital aspects of home theater video design including: Screen Type and Size, Projector Model, Aspect Ratio, Throw Ratio Calculator, Geometry

Settings, Viewing Angle Map and Luminance levels. Additionally, the tools are organized by tabs in a logical progression, guiding the user through the process of designing a SIM2 projection system that adheres closely to industry standards and best practices to achieve reference video quality.

Offering added flexibility, SIM2Calc works in both imperial and metric units and the Settings tab gives you the choice between centimeters, meters, inches, and feet. It also provides luminance information in both Foot Lambert and Nits. This program is compatible with iPhone, iPod touch, and iPad and requires iPhone OS 3.1.2 or later.

To view SIM2Calc in action - please visit SIM2 in Booth 617 at the 2010 CEDIA Expo. See what solutions SIM2 can offer you! And don't forget to vote!!

About [SIM2 USA](#) Inc. and SIM2 Multimedia

Since their entrance into the US home theater market in 1999, SIM2 USA, under the guidance of its parent SIM2 Multimedia (established in 1995), has dedicated its resources to marketing and servicing products that meet the demands of the US market. SIM2 Multimedia is a worldwide leading manufacturer of home theater products and leading provider of high-end performance large screen systems (for control rooms, information, communication, and simulation) and professional projection systems for E-cinema applications. Over the years, SIM2 has gained a reputation for meeting the industry's demands for new, emerging technologies, offering high-quality and reliable products that meet the customer's need in any application. Products are designed and manufactured in Italy. The marketing policies of the company are world-oriented, with a direct presence in Italy (headquarters), the USA, UK, China, Germany (sister companies), and in over 60 countries worldwide through partnerships with qualified distributors.

*For the free offer the download must be initiated in the presence of a SIM2 representative and a business card must be provided.

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