

The signature
limited edition
CRYSTAL 4SH GOLD SERIES

MADE RIGHT FOR YOU

Gold Series



THE MARKET

The consumers

1. Looking for NOT ordinary products
2. Proud of ownership
3. Be important for the brands
4. Be different from the friends

(i.e. the success of Brionvega)

Gold Series



THE MARKET

The dealers

1. Looking for a protected margin
2. Competition not based on price
3. A story to tell the customer
4. Showing that customers are important

(i.e. many dealers looking for alternatives to Sony)

Gold Series



THE *GOLD SERIES*

The **SIM2 *GOLD SERIES*** projectors

1. Super performances
2. Custom production
3. Theater simulation in the factory
4. Limited edition
5. Special relationship with consumers and dealers

Gold Series



THE *GOLD SERIES*

The SIM2 *GOLD SERIES* projectors

1. Success of the NERO 4 GOLD SERIES
2. Growing % of N4 GOLD SERIES sold vs regular N4S
3. Many dealers focusing on the Gold Series.



So we wished to have a second model in the GOLD SERIES line



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the CRYSTAL 4SH *Gold Series*



A UNIQUE TECHNOLOGY

The new design started from the Crystal 4SH platform, but then:

1. **New** and Special selection of all the optical components
2. **New** laser driving
3. **New** video processing and HDR processing
4. Improved interaction between these 3 parts

THIS RESULTS IN

- An outstanding image quality
- A very very high brightness (up to 4,000 lm)



Gold Series

the CRYSTAL 4SH *Gold Series*



A UNIQUE PRODUCTION

- ❖ 1:1 – Every unit produced for each customer
- ❖ Tested in the specific customer's theater installation
- ❖ Color calibration on 6 Display modes using Calman, X-Rite probe and LCC6
- ❖ Custom set up by simulating the customer's theater installation



The customers knows that the factory and its staff worked just for him and customized all the process by knowing his theater



the CRYSTAL 4SH *Gold Series*

**An outstanding brightness up to
4,000 lumen capable to properly
illuminate also big screens**

**In this picture the Crystal 4SH GOLD SERIES delivers an
outstanding image to a 207" diag screen (460 cm width)**



the CRYSTAL 4SH *Gold Series*

**The customer is NOT one of the
many having a projector,
but he is one of the very few
owning a GOLD SERIES**

Max production 50 pcs per year

Gold Series

the CRYSTAL 4SH *Gold Series*



- ❖ Limited edition with every unit numbered
- ❖ Special selection of all the components for top performances
 - ❖ The highest brightness (up to 4,000 lm)
 - ❖ Improved gamma adjustments
 - ❖ Perfect HDR features
- ❖ New LCC 6 (Live Color Calibration) software provided in a golden branded memory stick
- ❖ Color calibration on 6 Display modes using Calman, X-Rite probe and LCC6
- ❖ Dedicated SIM2 data base to save set-up of each GOLD model and recover the custom set up if needed
 - ❖ Golden "Gold Series" in the front
 - ❖ Golden label with "progressive numbering"

Gold Series



The unique high value of the
«the CRYSTAL 4SH *Gold Series*»



1. Very **limited quantities** for the entire world (max 50 pcs)
2. Each unit **produced for a specific customer**
3. Special **production process**, with a **selection of all parts**.
4. Very **accurate tuning** made in the factory by simulating the customer's theater



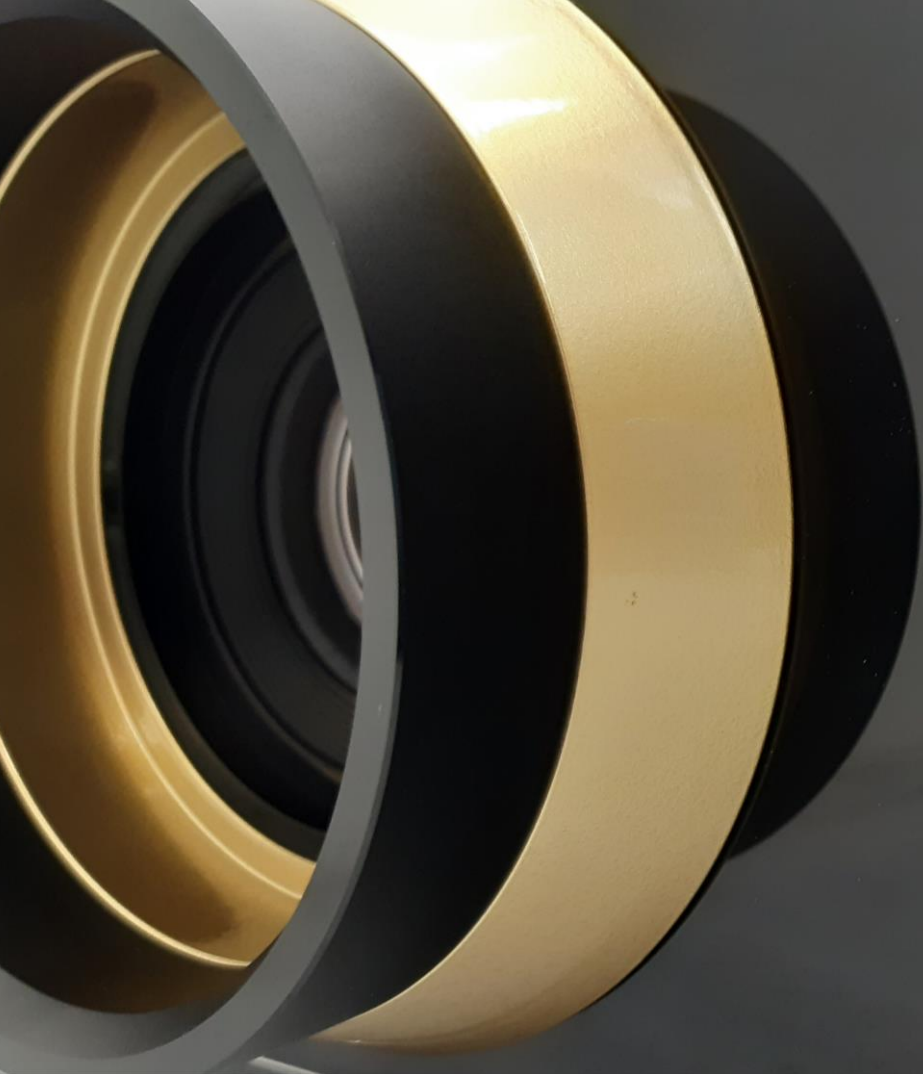
Gold Series

Gold Series



Zoom Lens 1.6X F#2.5-3.26





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the CRYSTAL 4SH Gold Series
Why is it so special and so good ?



The GOLD SERIES projector models represent the pinnacle of SIM2's design, craft and engineering skills.

The GOLD SERIES models incorporate only the finest and carefully chosen selection of components, tested one by one to achieve unprecedented image perfection.

Combining traditional craftsmanship with high technology and absolute exclusivity, the GOLD SERIES projectors deliver a combination of performance, rarity and fastidious attention to detail – both inside and out.

Each of the components used internally and externally are hand-selected for their excellence and flexibility. Only the perfect parts make it to production. An obsessive tuning for every component and detail ... and much more!



Gold Series

the CRYSTAL 4SH Gold Series
Why is it so special and so good ?



1 TO 1 PRODUCTION

The projectors of the GOLD SERIES line are not available in stock, they are produced "off line" by trained engineers one by one for each customer, starting from the moment of the order. The production takes a longer time for all the tests and extra set up.

There is no time limit for the production, with the aim to have to the perfect product.



Gold Series

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Why is it so special and so good ?



THE CUSTOMER'S THEATER SIMULATED IN THE FACTORY

Once the projector of the GOLD SERIES line is ready, the specific customer's theater is simulated in the factory to test the projector in the specific application. This grants that all the performances are at the highest level in the specific theater of the customer and they may be approved by dedicated staff.

On top of the tests, the projector is also set up and pre-adjusted by the factory, right for the customer's theater thus allowing a faster and more accurate installation.



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BE PROUD OF IT

Home Cinema is, above all, a cultural business where the pleasure of viewing films and events in the most real way possible, immersing the viewers in the event itself, is combined with thrills and emotions that movies provide. But with the SIM2 GOLD SERIES projectors, the pleasure comes also from the awesome feeling of owning the best home cinema system and be proud of it.



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The GOLD SERIES product line is now made of 2 models:

❖ **NERO 4S GOLD SERIES**

for large theaters and the most demanding cinema enthusiasts

❖ **CRYSTAL 4 SH GOLD SERIES**

or mid/large screen size theaters and living rooms





Domino 4 H

3,000 lm

Crystal 4 SH WG

3,600 lm

Crystal 4 SH BG

3,600 lm

C4SH GOLD SERIES

4,000 lm



Domino 4 H



CRYSTAL 4SH WG



CRYSTAL 4SH BG



C4SH GOLD SERIES