



The Showcase Series™ Sales Brief

HT410™ and HT510™

16:9 native 854X480 (HT410) and
1024 X576 (HT510) widescreen
displays

HDTV 1080i signal display

Exceptionally quiet operation
<26dB

Easy to set up with manual lens
shift and adjustable tilt rear foot

3 video inputs

Eco-mode technology increases
lamp life

Target Markets

Home Entertainment

- First time home buyer
 - New to projection technology
 - May have previously used in their office, but not at home
 - Looking for a cost effective alternative to other display technologies
- HDTV, DVD/CD, VCR, Satellite, gaming, home security, digital camera, PC and more

Key Selling Points

- **Vivid.** Built upon a legacy of superior commercial products, the NEC Showcase Series brings this quality into your home.
- **Adaptable.** Portable entertainment that adapts to virtually any room in your home.
- **Reliable.** Professional grade reliability and performance – NEC was a founder of the display industry nearly 25 years ago and builds rock solid projectors.

Features/Benefits

Vivid.

- **HD (1080i, 720p) and SD (576p, 480p).** Signal compatibility for the best video quality
- **High resolution.** 854x480 (HT410) and 1024x576 (HT510) pixel displays
- **Deinterlace video processing.** Circuitry detects frame rate and then selects the proper processing to reduce line flicker and jaggies in video
- **Picture management.** Multiple adjustments enable for personalized modifications to fine tune image display
- **Video noise reduction.** Specialized circuitry assists in filtering video noise in VHS, cable and satellite sources
- **Project on almost any color wall.** Preset selections provide for adaptive color tone correction when projecting onto non-white screen material or walls
- **Real life colors.** VORTEX Technology Plus™ breakthrough image processing technology improves white balance, color accuracy, dynamic range and varying levels of black in an image
- **High brightness and contrast** for commanding video in most viewing environments

Adaptable.

- **Flexible.** Unique adjustable tilt rear foot for enhanced projector placement and alignment to the screen
- **Intuitive.** Autosense™ automatically syncs the projector with source signals and features one-touch image optimization
- **Always in line.** Manual vertical lens shift assists in projector to screen picture alignment
- **Quiet operation.** Nearly silent at <26dB in Eco-Mode
- **Multiple hookups.** 3 video inputs – 1 component, 1 S-Video and 1 video for multiple video source hook up
- **Easy to navigate.** Full function back lit remote puts common features at the touch of a button
- **Various Displays.** Show popular wide screen and full screen aspect ratios - 16:9, 1.85:1, 2.35:1 and 4:3

Reliable.

- **Extended lamp life.** Eco-Mode™ technology increases lamp life by up to 50%
- **Long lasting lamp.** Up to 3000 hours in Eco-Mode and up to 2000 hours in normal mode
- **Warranty.** Back by 2 years limited parts and labor warranty coverage including RepairCareSM

HT410 Beating the competition

- HT410 vs. Infocus ScreenPlay 4805
- Manual vertical lens shift enables the adjustment of the image up or down to optimize the image for the height of the screen
 - Unique rear adjustable tilt foot enables placement on uneven projection surfaces
 - Built in Wall Color Correction presets provide for adaptive color tone correction when projecting onto non-white screen or wall material
 - Extremely quiet – as low as 26dB in Eco-Mode so you hear the “event” and not the projector
 - Eco-Mode increases lamp life by up to 50%

- HT410 vs. Epson PowerLite Home 10+
- Manual vertical lens shift enables the adjustment of the image up or down to optimize the image for the height of the screen
 - Unique rear adjustable tilt foot enables placement on uneven projection surfaces
 - Built in Wall Color Correction presets provide for adaptive color tone correction when projecting onto non-white screen or wall material
 - Extremely quiet – as low as 26dB in Eco-Mode so you hear the “event” and not the projector
 - Eco-Mode increases lamp life by up to 50%

- HT410 vs. Sony VPL-HS 3
- Manual vertical lens shift enables the adjustment of the image up or down to optimize the image for the height of the screen
 - Unique rear adjustable tilt foot enables placement on uneven projection surfaces
 - Built in Wall Color Correction presets provide for adaptive color tone correction when projecting onto non-white screen or wall material
 - Extremely quiet – as low as 26dB in Eco-Mode so you hear the “event” and not the projector
 - Eco-Mode increases lamp life by up to 50%

Quick Comparison Specs

	NEC HT410	Infocus SP4805	Epson Home 10+	Sony VPL-HS 3
List Price	\$1,495	\$1,499	\$1,295	\$1,499
Contrast Ratio	1200:1	2000:1	800:1	800:1
Panel	1 DLP	1 DLP	3 LCD	3 LCD
Vertical Lens shift	Yes	No	No	No
Unique rear adjustable tilt foot	Yes	No	No	No
Enhanced Video technology	VORTEX Technology Plus	No	No	No
Lamp life extension technology	Yes – Eco-Mode	No	No	No
Warranty parts/labor	2 yrs limited parts/labor	2 yrs limited parts/labor	2 yrs limited parts/labor	2 yrs limited parts/labor
Weight	6.6 lbs.	7.8 lbs.	7.9 lbs.	9.9 lbs.

HT510 Beating the competition

- HT510 vs. Infocus ScreenPlay 5700**
- Manual vertical lens shift enables the adjustment of the image up or down to optimize the image for the height of the screen
 - Unique rear adjustable tilt foot enables placement on uneven projection surfaces
 - Built in Wall Color Correction presets provide for adaptive color tone correction when projecting onto non-white screen or wall material
 - Extremely quiet – as low as 26dB in Eco-Mode so you hear the “event” and not the projector
 - Eco-Mode increases lamp life by up to 50%
- HT510 vs. Sharp DT-300**
- Manual vertical lens shift enables the adjustment of the image up or down to optimize the image for the height of the screen
 - Unique rear adjustable tilt foot enables placement on uneven projection surfaces
 - Built in Wall Color Correction presets provide for adaptive color tone correction when projecting onto non-white screen or wall material
 - Extremely quiet – as low as 26dB in Eco-Mode so you hear the “event” and not the projector
 - Eco-Mode increases lamp life by up to 50%
- HT510 vs. Benq PE7800**
- Manual vertical lens shift enables the adjustment of the image up or down to optimize the image for the height of the screen
 - Unique rear adjustable tilt foot enables placement on uneven projection surfaces
 - Built in Wall Color Correction presets provide for adaptive color tone correction when projecting onto non-white screen or wall material
 - Extremely quiet – as low as 26dB in Eco-Mode so you hear the “event” and not the projector
 - Eco-Mode increases lamp life by up to 50%

Quick Comparison Specs

	NEC HT510	Infocus SP5700	Sharp DT-300	Benq PE7800
List Price	\$1,995	\$3,999	\$4,300	\$5,495
Contrast Ratio	1200:1	1400:1	2000:1	2000:1
Panel	1 DLP	1 DLP	1 DLP	1 DLP
Vertical Lens shift	Yes	No	No	No
Unique rear adjustable tilt foot	Yes	No	No	No
Enhanced Video technology	VORTEX Technology Plus	No	No	No
Lamp life extension technology	Yes – Eco-Mode	No	No	No
Warranty	2 yrs limited parts/labor	2 yrs limited parts/labor	2 yrs limited parts/labor	2 yrs limited parts/labor
Weight	6.6 lbs.	8.9 lbs.	10.1 lbs.	17.1lbs.

The Showcase Series

Sales Brief

HT410 and HT510

Product/Accessories

OrderNumber	Description
HT510	16:9 native 576p, 1024x576 DLP home entertainment projector
HT410	16:9 native 480p, 854x480 DLP home entertainment projector
HT40CM	Ceiling mount kit for HT410 and HT510
LH01LP	Replacement lamp for HT410 and HT510
ADP-CV1	Component video adapter

Other HT Home Entertainment Product/Accessories

Order Number	Description
HT1100	3500:1 contrast ratio, 576p 1024x576 DLP home entertainment projector
HT169-Lens	Optional anamorphic lens for full panel resolution at 16:9 display for HT1100
LT60LPK	Replacement lamp for HT1100
LT60CM	Ceiling mount kit for HT1100
ATAPRO200	ATA shipping case for HT1100
TRAVELPRO200	Executive faux leather rolling case for projector and laptop for HT1100



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