





# **SIM2XTV** THE "INVISIBLE" DISPLAY

SIM2xTV<sup>(1)</sup> is the "invisible" display system perfect for homes, offices, luxury and fashion stores, hi-class board rooms, top restaurants, yachts, museums, and many other environments.

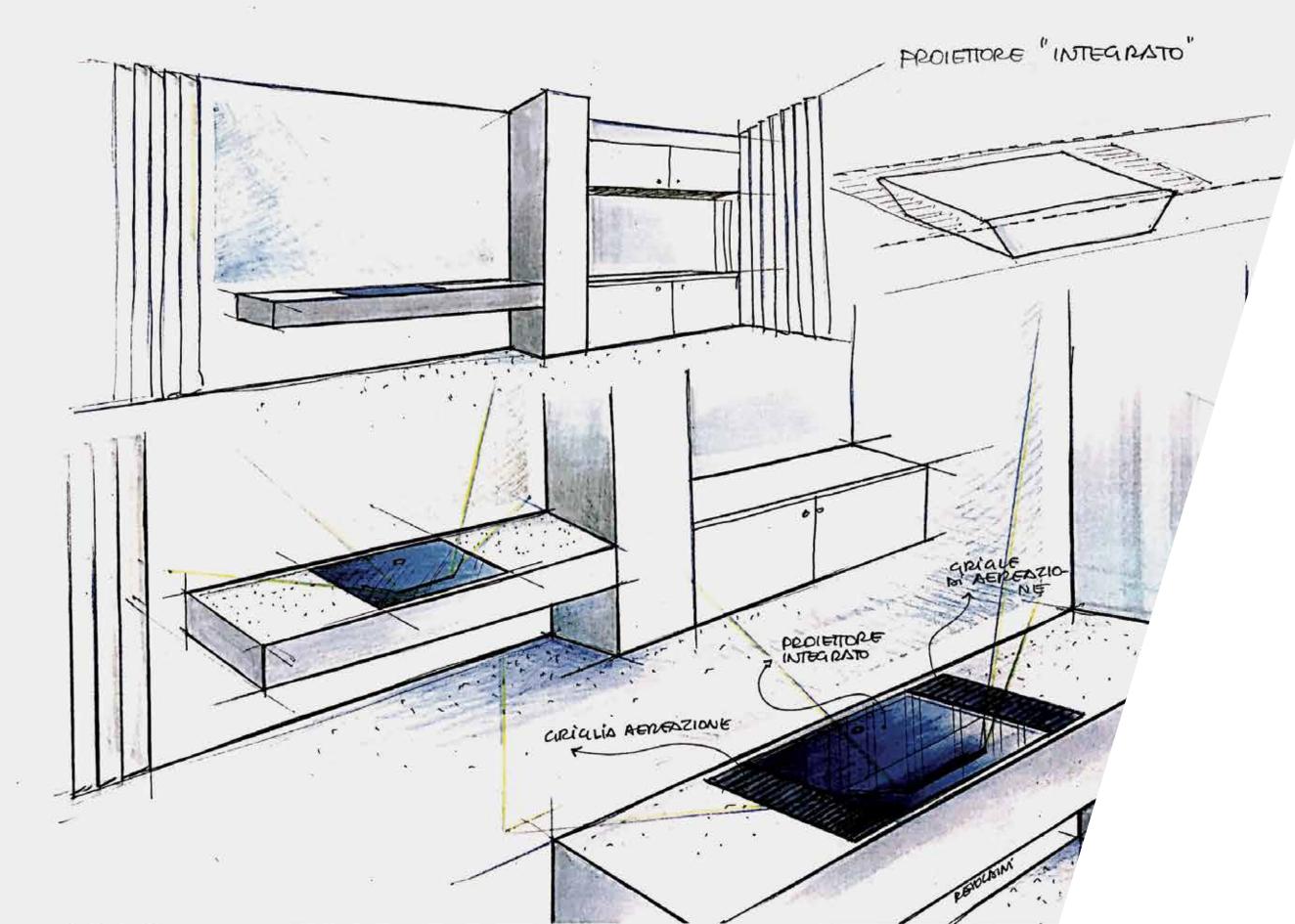


### SIM2XTV A NEW WAY OF THINKING

Create premium image entertainment in any environment with SIM2xTV<sup>(1)</sup>. This new patented SIM2 model combines the excitement of the big screen with the most discreet display device ever created, for a fully immersive viewing experience. When the display is turned off, it becomes totally inconspicuous. SIM2xTV can be placed close to a wall, screen or vertical flat surface to display your favorite video content in stunning detailed clarity up to a size of 110 inches.







# WHAT IS SIM2 XTV? ENVISION A NEW VIEWING EXPERIENCE

Designed without compromise, SIM2xTV<sup>(1)</sup> is that most unique of products, a beautifully engineered embodiment of a new way of thinking about creating the 'big screen' at home or in any other viewing environment.

Thanks to the latest LASER illumination technology, SIM2xTV delivers high brightness, over 20.000 hours of viewing and stunning color accuracy. Its innovative ultra-short throw lens enables SIM2xTV to produce up to 110" image from just a short distance away from the wall or screen. SIM2xTV is housed in a pure crystal-glass and aluminium cabinet<sup>(1)</sup> - designed<sup>(2)</sup> by Giorgio Revoldini - that makes a dramatic statement in interior design: a classic, distinctive and timeless piece of art.

(1) Patents pending
(2) Patents pending on cabinet design



## THE BIG SCREEN MADE EASY

SIM2xTV<sup>(1)</sup> is the result of years of intense research and passion. SIM2's world-renowned R&D department challenged itself to combine the latest technological advances, extraordinary design thinking and exceptional performance into a product that is unmistakably SIM2. The use of LASER technology allows SIM2xTV to reach a peak brightness of 2900 ANSI Lumens almost instantaneously. Also, LASER technology makes the SIM2xTV a truly "Green display": no mercury lamps and no need of lamp replacement, thus avoiding the pollution caused during lamp disposal.

As an elegant alternative solution to large, cumbersome flat TVs, SIM2xTV integrates beautifully into any living space. The crystal glass<sup>(1)</sup> surface and aluminum finish add a luxurious feel to the product.







# SIM2XTV FREESTANDING TO COMPLEMENT YOUR HOME DECOR

SIM2 xTV<sup>(1)</sup> features an elegant design, perfect for adding a special and unique touch to suit any room style (home, office, luxury and fashion stores, and many other environments), while creating a fully immersive SIM2-quality image when you want it. The ultra-short throw ratio lens allows you to place the SIM2xTV close to the wall to achieve an impressive image size up to 110" diagonal.

SIM2xTV is designed to be projected onto any flat, light colored surface depending on your wishes.



### ABOVE OR BELOW THE WALL OR SCREEN THE CHOICE IS YOURS

A special lens makes SIM2xTV<sup>(1)</sup> highly adaptable to different viewing environments, and gives it the ultimate flexibility of installation. SIM2xTV is perfect for luxury and fashion stores, high-end board rooms, top restaurants and shops, yachts, museums, etc..

SIM2xTV has three HDMI inputs to easily connect video sources (UHD BD player, satellite/cable DVR, computers/ servers, media streamers, games console, etc.), and can be easily integrated into a control system utilizing its multiple IR receivers.

Wireless connectivity can be achieved via a media streaming device such as Google's ChromeCast (via HDMI).







Hand-built in Italy to unparalleled standards, SIM2xTV represents the pinnacle of SIM2's design, craft and engineering skills. Combining traditional craftsmanship with high technology, SIM2xTV delivers a combination of high performance, unique thinking and fastidious attention to detail – both inside and out. SIM2xTV features a cabinet made of a special high-tech crystal-glass<sup>(1)</sup> crafted specifically to optimize image performance.

An elaborate optical coating is applied to each surface of the crystal-glass to ensure that any unwanted stray light is tightly controlled.SIM2's R&D department used complex raytracing analysis to finalize the specifications of these special coatings. SIM2xTV is an all-digital device using LASER-hybrid illumination and DLP® picture technology to create images that are finely-tuned to reproduce the full diversity of colors, up to 2,900 ANSI lumen light output, exceptional clarity and extended dynamics expected of a SIM2 product.



# INNOVATIVE MATERIALS AND CRAFTSMANSHIP

A perfect balance of beautiful design<sup>(1)</sup> and exceptional materials to satisfy the most refined tastes, SIM2xTV blends a uniquely sophisticated combination of modernity, elegance, traditional craftsmanship and luxury. Designer Giorgio Revoldini has chosen an eternally contemporary shape in Aluminium and stainless steel, enhanced with crystal-glass<sup>(1)</sup>, a pure and sustainable material, to bring a new dimension in luxury in product design.

Crystal-glass is resistant to light and high/low temperature variations, retaining its lustrous finish even after many years of use. And, from a purely aesthetic point of view, crystal-glass is simply stunning in appearance. We are all drawn to it. It is synonymous with luxury.







## **ITALIAN DESIGN & STYLE**

Italy is recognized as being a worldwide trendsetter and leader in design. SIM2 is an Italian company that for over twenty years has designed and manufactured videoprojectors and displays that are truly deserving of this world-recognized symbol of excellence. Choosing a SIM2 product means experiencing a wealth of positive emotions, whilst enjoying your favorite visual entertainment, it also means enjoying superior technology, functionality, versatility and reliability.



# SIM2 XTV INV INVISIBLE IS PART OF THE CONCEPT

SIM2 xTV<sup>(1)</sup> is a patented high-tech display device, available in either freestanding or **built-in versions**<sup>(2)</sup>. In fact, for those who wish to seamlessly integrate the display into the home's design and minimize the visual impact on the décor, SIM2 has engineered the SIM2xTV INV<sup>(3)</sup> model.

SIM2xTV INV is designed to be incorporated<sup>(3)</sup> into a piece of furniture or, rather like a luxury light fixture, into a ceiling design feature, to become an integral part of your living space. SIM2xTV<sup>(1)</sup> shares the same light engine specifications, but differs in its physical design. Custom bracketry, an adjustable light engine, and micrometric adjustments<sup>(1)</sup> ensure that SIM2xTV INV can be perfectly positioned to the wall/screen. SIM2xTV INV must be placed in a forced air flow rack design or furniture that uses fans or blowers to remove heat and ensure a steady flow of air through the rack enclosure.

The finishing touch is that all that is visible is the luxurious, top crystal glass surface, available in either black or white finish.

<sup>(3)</sup> Contact your SIM2 Sales representative or SIM2 office or send an email to sim2xtv@sim2.com for additional details, exact product measurements and info on installation prior to order.



<sup>(1)</sup> Patents pending.

<sup>(2)</sup> Two models available: freestanding (SIM2 xTV) or built-in (SIM2 xTV INV)



### SIM2 XTV SMART INTEGRATION

SIM2 offers dedicated SIM2xTV Optical Surfaces (up to 110"), to be used as screens in challenging environments, such as high ambient light situations or rooms with unsuitable wall surfaces. The Optical Surfaces are available in a choice of 3 sizes:

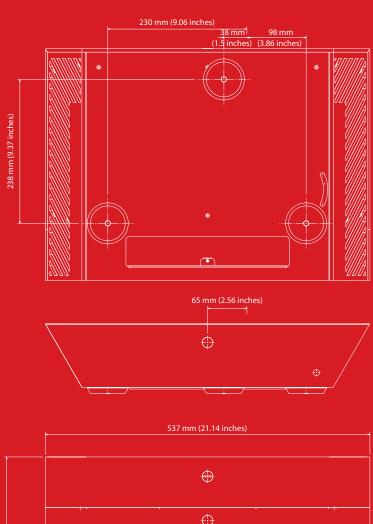
- 92 inches (model SIM2x92)
- 100 inches (model SIM2x100), and
- 110 inches (model SIM2x110).

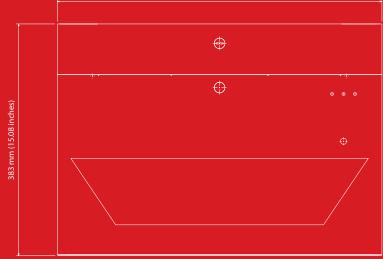
These Optical Surfaces feature Lenticular Technology - designed specifically to complement SIM2xTV's unique light pattern - that absorbs ambient light that would otherwise 'wash-out' the screen, while retaining the integrity of the projected image.

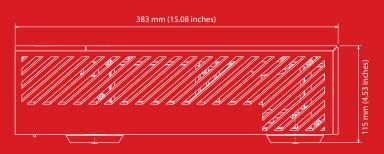


**SIM2 XTV**TECHNICAL SPECIFICATIONS

(1) Patents pending.







#### DISPLAY

Technology: 1 Chip DMD 1080p
Resolution: Full HD (1920 x 1080 pixels)
Light source: LASER (lifetime approx. 20.000 hours)
Adaptive contrast
Brightness: up to 2.900 Ansi lumens (in 2D mode)
3D active technology - DLP Link
3D Features (1080p resolution)
Audible Noise: <28dB (Eco Mode)

#### **INSTALLATION**

Lens throw ratio: 0,25:1 Picture Size" 85" - 110"

#### **INPUTS/OUTPUTS**

3x HDMI

1x Composite Video (RCA)

1x miniUSB (B type - Service)

1x USB (A type - host mode)

1x RS232 (Service only)

1x RS232 (to control the unit)

2x 3.5mm jack/stereo audio

3x infrared receivers

1x Digital audio output

#### **GENERAL SPECIFICATIONS**

Projector weight: 13.5 Kg. (29.8 lbs)
Projector dimensions (WxHxD): 537 x 115 x 383 mm (21.1" x 4.5" x 15.1")

Cabinet<sup>(1)</sup> Color: Black or white Crystal Glass<sup>(1)</sup> surface

#### **STANDARD ACCESSORIES**

Remote Control
Power Cord
User Manual
SIM2 crystal glass cleaning kit and gloves

#### OPTIONAL ACCESSORIES

Optical display surfaces up to 110" (Models SIM2x92, SIM2x100, SIM2x110)
SIM2 ceiling bracket

#### DISPLAY

Technology: 1 Chip DMD 1080p
Resolution: Full HD (1920 x 1080 pixels)
Light source: LASER (lifetime approx. 20.000 hours)
Adaptive contrast
Brightness: up to 2.900 Ansi lumens (in 2D mode)
3D active technology - DLP Link
3D Features (1080p resolution)
Audible Noise: <28dB (Eco Mode)

#### INSTALLATION

Lens throw ratio: 0,25:1 Picture Size" 85" - 110"

#### INPUTS/OUTPUTS

3x HDMI
1x Composite Video (RCA)

1x miniUSB (B type - Service)
1x USB (A type - host mode)

1x RS232 (Service only)

1x RS232 (to control the unit)

2x 3.5mm jack/stereo audio

3x infrared receivers

1x Digital audio output

#### **GENERAL SPECIFICATIONS**

Projector weight: 15.5 Kg. (34.2 lbs)
Top crystal glass width: 580 mm (22.83")
Top Crystal-Glass Depth: 402 mm (15.83")
Cabinet under Crystal glass width: 562 mm (22.13")

Cabinet under Crystal glass Depth: 385.7 mm (15.19") (fine

adjustments knobs included)

Display height: 140 mm (5.51") lever feet included Cabinet<sup>(1)</sup> Color: Black or White Crystal Glass<sup>(1)</sup> surface

#### **GENERAL SPECIFICATIONS**

Operating consumption: 300W typical, 350W max Minimum cooling: 1200 BTU/h

#### **STANDARD ACCESSORIES**

Remote Control
Power Cord

**User Manual** 

SIM2 crystal glass cleaning kit and gloves

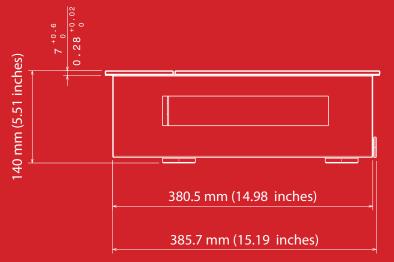
#### **OPTIONAL ACCESSORIES**

Optical display surfaces up to 110" (Models SIM2x92, SIM2x100, SIM2x110)

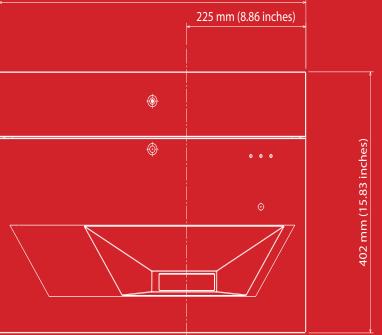
SIM2 ceiling bracket

Special demo furniture





#### 580 mm (22.83 inches)









# SIM2XTV INV TECHNICAL SPECIFICATIONS

(1) Patents pending.

<sup>(2)</sup> Contact your SIM2 Sales representative or SIM2 office or send an email to sim2xtv@sim2.com for exact product measurements and info on installation prior to order.

