

BenQ's SmartEco Projector Lamp Tech

Written by Bob Snyder
12. 12. 2011



Full Power On

- 100% Lamp Power
- Attention on the Screen

Eco Blank Mode On

- 30% Lamp Power at the Lowest
- Attention on the Instructor

BenQ (the first DLP projector brand to incorporate Philips' ImageCare™ technology into its projector lamp system) develops its own proprietary SmartEco lamp technology which combines energy efficiency for longer lamp life with optimized image contrast.

SmartEco technology saves energy and increases lamp life by **dynamically adjusting the lamp power to different brightness settings based on the projected content**

SmartEco lets the projector compensate for this process with an internal software solution that maintains the ideal color spectrum and also provides an improved contrast ratio.

When the projected content contains dark elements, SmartEco dims the lamp accordingly for those scenes without any loss of visible brightness for the viewer. This provides many benefits to users, including prolonging lamp life by up to 70% and reducing energy consumption by up to 50%.

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BenQ SmartEco projector models for business and education applications include the MS513, MX514, MW516, MW712, MX813ST, MX850UST, and MW851UST.

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