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Coming soon to a projector near you… **HLD (High Lumen Density)**, a new LED solid state light source developed by Philips Lighting and branded under the trade name of **ColorSpark**
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A new digital projection technology that removes the need to turn off lights or close curtains, Philips ColorSpark is 3X brighter than existing LED projector technologies

This technology breaks through the Etendue limitation of current LED projectors that have limited their light output. HLD technology now allows projectors to reach the 3000 ANSI lumen level with the prospect to reach beyond 4000 lumens in the future.

In early 2016, the first announced projector brands, **Optoma** and **Hitachi**, will bring HLD-enabled projectors to market with more than 3000 ANSI lumens.

Philips ColorSpark High Lumen Density (HLD) LED is a user friendly technology that powers up and down instantly, requiring no start-up or cool-down time, and provides the ideal color representation for home entertainment, as well as classrooms, conference rooms, entertainment venues, retail stores and malls. The scalability, ease of installation and

maintenance, energy use, cost and overall performance should prove highly appealing to the digital projector market.

“Until now the projection market has not seen projectors capable of exceeding 2500 Alm with LED technology,” said Leo Schouten from Philips Digital Projection Lighting. “Now, for the first time, LED based projectors will also be able to compete with non-projection display technology in any environment with the lights on and curtains open.”

In a new white paper, **Insight Media** explains some of the limitations with solid state projection technology and then details how the HLD technology solves these problems and the benefits that this breakthrough enables.

Insight Media also made a survey of 300 people to compare the images of four different unmarked projectors using different solid state lighting technology. The survey examined if a new LED-based light source developed by Philips Lighting would be bright and colorful in a normally lit room and if the images might be preferred by the survey participants.

Details of the test set up, calibration, test images, survey questions and results are all contained in a white paper prepared by Insight Media.

Insight Media says, “We believe this truly is a game changer for the projection industry that will reshape product development plans for all, so understanding how this technology works and its potential impact is important. That is why this white paper has been written.”

Go White Paper on the ColorSpark HLD LED Solution