

Press release



Beam your Android against the wall: Aiptek at IFA 2012 / New mini projector for Android too / "MobileCinema A50P" with RGB LEDs, 40 Lumen brightness and battery pack for smartphone or tablet

Aiptek is showing its first pico projector for Android devices at this year's IFA in Berlin. The mini projector will be beaming in Hall 3.2, Stand 120 and will be difficult to miss with its 40 Lumen and image size of up to 150 cm (60 inches).



Connected using micro USB via MHL (Mobile High-Definition Link) or Micro-HDMI, the "MobileCinema A50P" displays all content from any MHL or HDMI-compatible device. No software or complex installation is required. However, there is a complex technology behind this simple device. The DLP chip built into the pocket cinema from Aiptek helps even full-size cinema projectors produce magnificent colours and rich contrasts. The innovative RGB LEDs are very energy-saving and can last for up to 20,000 hours. The contrast ratio is 1000:1 and the resolution is 640 x 480 pixels.



The built-in rechargeable battery is perfect for an exciting cinema evening, as it guarantees a projection time of 120 minutes or, alternatively, can be used to charge up the battery of the Android device connected. The HDMI port means the "Aiptek MobileCinema A50P" is universal and can be used either at home or out and about. In the living room, it can be connected to a Blu-ray player, camcorder, etc. and beam all contents directly onto the wall.



The dimensions of the mini-projector are 132 x 71 x 15 mm and it weighs 170 grams. The unit comes with a pouch, an MHL cable, a micro-USB cable for charging and a printed quick-start guide. The mini projector will be available in retail outlets as of September 2012 for an recommended price of 249 euros.

Aiptek is showing its innovative new products at Showstoppers at this year's IFA and in Hall 3.2, Stand 120. We would be happy to demonstrate Aiptek's projectors, camcorders, graphics tablets and more to you in person.

Press contacts

Till Konstanty
presse@aiptek.eu

or

PR KONSTANT
Peter-Berten-Straße 37
D-41334 Nettetal
Tel.: +49(0)2153/91085-0
Fax: +49(0)2153/952875
www.konstant.de

About Aiptek

Aiptek International (Advanced Intelligent Personal Technologies) was founded in 1997 in Taiwan. The company produces and distributes 3D products, camcorders, pico projectors, digital photo frames, graphics tablets, digital styluses and cameras. The German and European office was opened in 1999 in Willich near Düsseldorf, from where all European sales are coordinated. There are also branches in Shanghai and the USA. The legendary Pen Cam with which Aiptek started out in 2000 had sold over 2.5 million within a short space of time. Aiptek Pico Projectors represent innovative technologies for price-conscious customers.