

Press release



"MobileCinema i50S" from Aiptek - the perfect projector for Apple iPhone 4/4S

Aiptek's brand new "MobileCinema i50S" is a perfect boost for the latest generation of Apple iPhones - in every sense. The Taiwanese CE manufacturer is launching the "MobileCinema i50S", the perfect projector for these smartphones, at IFA. There are three things that make it perfect: Firstly, the compact projector incorporates the iPhone 4/4S like an extra case or a second skin. Secondly, the "MobileCinema i50S" also has brightness of 40 lumen - considerably more than comparable products in the market - and it can project all media content with an image diagonal of up to 150 cm. And thirdly, the built-in battery in the "MobileCinema i50S" can also be used to charge the iPhone. Aiptek's innovation costs 249.



Setting it up is really simple, just plug the iPhone in like a docking station and that's it. Media content on the iPhone, such as videos or photos, can be projected in high contrast (ratio 1000:1) with sharp definition and brilliant colours onto any white wall. The DLP chip used is the same as in large cinema projectors and provides rich colours and deep contrasts.

The MobileCinema i50S has modern, energy-saving RGB LEDs with a service life of up to 20,000 hours. This means that, with a full battery, the projector can work for an impressive three hours. This makes the MobileCinema i50S not only an ultra-compact projector, but also a high-performance spare tank for the iPhone battery.

Key features:

- DLP technology for sharp, colourful pictures
- Modern energy-saving RGB LEDs with service life of up to 20,000 hours
- Projects images with diagonals of up to 150 cm (60 ")
- 40 lumen brightness and 640 x 480 (VGA) pixel resolution
- 1000:1 contrast ratio
- Special app for photo/video display, internet or live view

- Built-in rechargeable battery for up to 180 minutes projection time or 100 % battery charge for the iPhone
- Compatible with iPhone 4 and iPhone 4S

Aiptek is showing its innovative new products at Showstoppers at this year's IFA and in Hall 3.2, Stand 120.

Press contacts

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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.