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Enjoyment Matters

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Dealer's Stamp



What is the Distance Between Your Projector and the Screen?



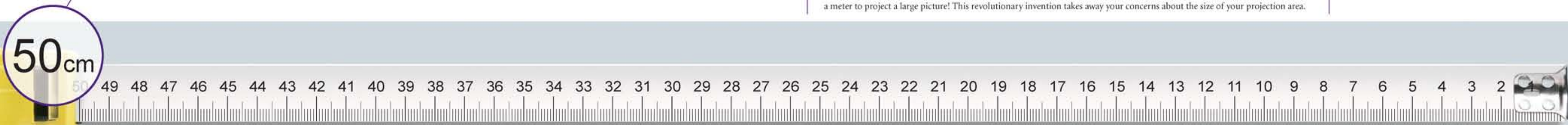
BrilliantColor™

The BenQ MP Short-Throw Series Projectors

**BenQ**

Enjoyment Matters

# You'll Never Guess! It's Only 50 cm!

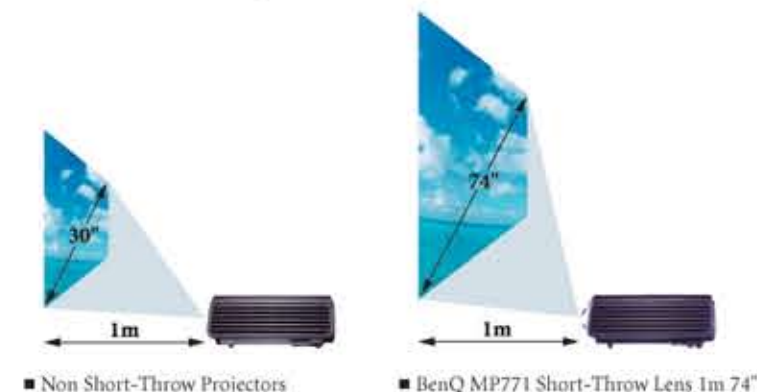


**The MP Short-Throw Projectors Gives You Half the Projection Distance of a Traditional Projector.**  
 BenQ gives you the flexibility of projecting anywhere you want – meeting rooms, classrooms, living rooms, even hallways or display showcases! The MP short-throw series projectors – built with BenQ's latest short-throw lens technology – only needs half a meter to project a large picture! This revolutionary invention takes away your concerns about the size of your projection area.

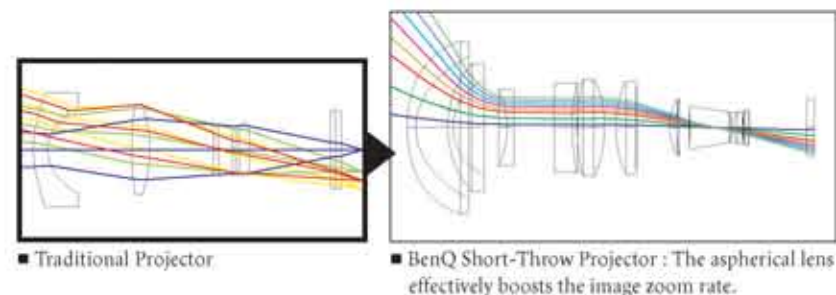
## The BenQ Short-Throw Technology

Thanks to the special aspherical lens adopted by BenQ, the MP short-throw projectors only require half the projection distance of traditional projectors!  
 With its short-throw ratio lens precisely calculated and positioned, the MP projectors are able to deliver large-screen projection in tight spaces without jeopardizing picture quality. This is something other brands cannot do for you.

### BenQ Gives You Big Pictures in a Short Distance.



### BenQ Uses the Newest Aspherical Short-Throw Lens Technology.



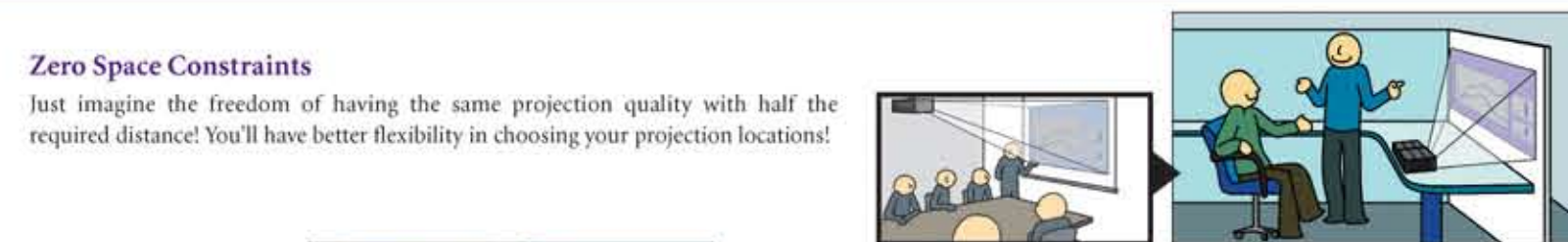
### A Well Focused Projection Allows You to Read Even the Finest Print.



## The Good Things that Come in Short Distances

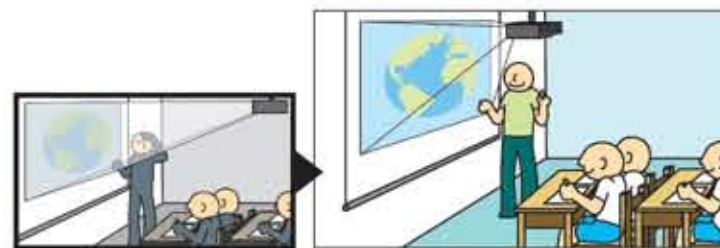
### Zero Space Constraints

Just imagine the freedom of having the same projection quality with half the required distance! You'll have better flexibility in choosing your projection locations!



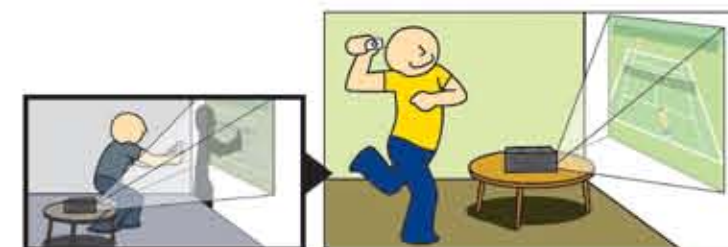
### Zero Eye-Blinding Lights

The shorter projection distance keeps the projector light from shinning directly into your eyes, allowing you to keep your focus on your audience.



### Zero Disruptions

Say goodbye to the shadows that often interrupt your presentation. With a projection distance this close, you and your audience can move freely without worrying about coming between the projector and the screen!



# Think Outside the Box! There is So Much More to Projectors than You Think!

Toss all your projection space stereotypes aside! It's time to take in a brand new perspective. You don't need a big space to create big pictures! The BenQ MP Short-Throw Series Projectors prove that distance is a non issue when it comes to getting the big picture you want even in the smallest space!



■ Improved Home Entertainment Theaters



■ Interactive Classrooms



■ Flexible Meeting Space



■ Display Showcases

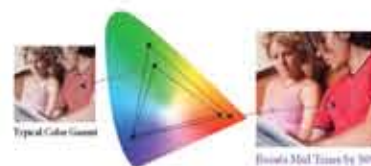


■ Exhibition Halls

# The BenQ Short-Throw Series Projectors. Close-Up Color Enhancement for Close-Up Enjoyment.

## Revolutionary BrilliantColor™ Technology

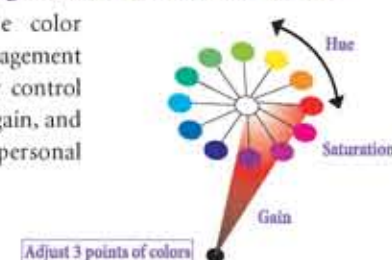
Get images so vibrant and bright with the BrilliantColor™ technology! Working with the multi-segment color wheels, this revolutionary technology enables a greater than 50% brightness increase in mid-tone colors, making images more precisely rendered than ever!



## BrilliantColor™

## Independent 3D Color Management to Meet Your Needs

BenQ allows you to adjust the color intensity through the 3D color management technology. You can independently control of six colors' (R/G/B/C/M/Y) hue, gain, and saturation levels to meet your personal preferences.



## Thoughtful Designs that Touch Your Heart

### Wall Color Correction

BenQ has studied the world's most commonly used paint colors and developed easy-to-use wall color correction technology to ensure you outstanding image quality on all surfaces, even blackboards. Who said you must have a projection screen to get the best color!



### Lamp Care

The MP projectors can detect the bulb temperature automatically to make sure the temperature is cool enough before they allow the lamp to power up. This clever capability tends lamp life for overall cost savings.



### Lamp Life Performance

Enjoy a lamp life performance of up to 4000 hours – twice the lamp life expectancy of average projector lamps on the market! This certainly lowers the number of lamp changes and keeps all maintenance to a minimum.




### Presentation Timer

The on-screen timer helps you run presentations more smoothly. With pre-set on screen messages or audible beeps to keep you on schedule, you can put your audience first at all times.



### On Screen FAQ

The on-screen FAQ allows you to conveniently learn more about a particular feature or get immediate assistance. It's easy-to-use and quickly accessible.



Distance is a Non-issue.  
Enjoy the Big Picture.



## The Perfect Choice for Educators

### The BenQ MP771 is Definitely the Best Teaching Aid for You and Your School.

This high performance XGA short-throw projector allows you to project a bright and clear 37" big picture from a distance of only half a meter! Built with a high brightness of 3000 ANSI lumens and a high 2000:1 contrast ratio, the MP771 is able to successfully prevent ambient light from blurring all images projected, allowing students in the back of the classroom to see the screen clearly, even with the lights on. With the help of the MP771's much improved picture quality, your students can fully benefit from the audiovisual materials you prepared as well as fun interactive learning opportunities in class.

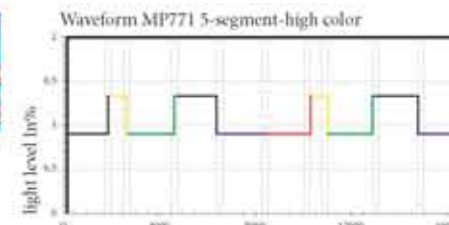


# MP771

### Premium Picture Excellency

#### Exquisite Colors in Every Presentation

The MP771 is able to vary the brightness intensity of the projector lamp through the UNISHAPE™ lamp lighting technology to create a 40% increase in the brightness of the image. By boosting specific colors when set under different application modes, the MP771 will always give you the best image projection no matter where you are.



### Reliable Features for Better Classroom Management

#### Lamp Care

The MP771 saves you time and money on lamp replacement with its lamp care function! By detecting the bulb temperature automatically, the projector will only power up when its temperature is cool enough. So, any overheating or damaging of the lamp is well prevented!

#### Lamp Life

At more than 4000 hours of lamp life, the low maintenance MP771 certainly keeps the costs down for you and your school.



#### Detachable Keypad

You can easily secure your MP771 from unauthorized people or naturally curious students by removing the keypad from the projector, further preventing possible thievery or breakage.



# MP522 ST



## Ideal for Education and Business

The BenQ MP522 ST is the total small space solution to your everyday life – in business and education.

All it takes is half a meter of projection distance for the MP522 ST to help you overcome spatial constraints and eliminate disruptions from shadow effects as well as possible health risks caused by direct projector lights. Featuring a high brightness of 2000 ANSI lumens and a high XGA (1024 X 768) resolution, the MP522 ST provides a full-screen presentation with the finest details regardless of the ambient light levels.

Now, you can enjoy the flexibility of presenting in intimate settings, such as small meeting rooms, classrooms. Even your very own partition can be a perfect meeting place for all your presentations!

### An Absolute Visual Delight

#### The Best Business Meeting Companion

The MP522 ST is built with the cleverest features to assist you in running a perfect business meeting.

##### ■ Wall Color Correction

Enjoy the convenience of projecting without a screen and still gets the precise color performance you need for your presentation.

##### ■ Quick Auto Search

The MP522 ST automatically detects all source connections so you don't have to keep your audience waiting.

##### ■ Presentation Timer

The presentation timer allows you to successfully manage your time and stay on track during your presentation.

##### ■ Quick Cooling

It only takes a few seconds for the MP522 ST to cool down after a presentation. Just pack up and exit the building whenever you are ready to go.

#### An Educator's Most Helpful Aid

The MP522 ST's classroom-friendly features ensure you the most optimal audiovisual learning experience.

##### ■ Digital Zoom

Enlarge specific portions of a picture to make teaching convenient and fun.

##### ■ Closed Captioning

From everyday note-taking to language learning, closed captioning offers the handiest of features for teachers.

##### ■ Built-in Speaker

A 5W speaker ensures your audience the best audio experience at all times.

## Built for Personal and Business Pleasure



# MP512 ST

The stylish MP512 ST is your ideal short-throw projector for both business and pleasure. The MP512 ST offers you the freedom of rendering a large picture with only half a meter of projection distance wherever you are. With a brightness of 2200 ANSI lumens and the SVGA resolution, both you and your audience can be satisfied with crisp images bright and clear during your business meeting. And when you're at home enjoying a fun match of tennis video game with your friends and family, you'll be able to play fair and square with sharper, more vivid images in full-screen view.

Now, you can experience the amazing flexibility whether you're traveling back and forth between clients or kicking back at home playing video games.

### Powerful Functionalities for Every Occasion

#### Industrial Design

The snow white MP512 ST is built to please your eyes. The full-bodied design of this desktop projector – the extraordinary posterior, the barrel shaped lens and the one-of-a-kind leaflet cooling vents – shows how the designers at BenQ's Lifestyle Center work towards integrating function and style, bringing total visual enjoyment to your everyday life.

#### Stereo Speakers

Double your video game enjoyment with two built-in 5W speakers! Experience the intensity of powerful 3D surround sound with the MP512 ST.

#### HDMI Multi-Functional Connections

The MP512 ST provides you with the most convenient audio/video connection to anything in the digital world allowing you to enjoy your favorite video games on an amazing big screen in your leisure time.

#### Wall Color Correction

Don't worry if you don't have a projector screen at home! BenQ has studied the most commonly used paint colors and developed easy-to-use wall color correction technology so that you can project anywhere and still get the precise color performance you need.

#### Closed Captioning

Have you ever missed a funny line during a movie because your companion starts talking to you mid-scene? With the MP512 ST, you can get subtitles even when you're watching TV! You'll never have to miss a line again!



#### Splendid Looks

The exterior design of the MP522 ST is yet another breakthrough achievement of the BenQ Lifestyle Design Center. The curvaceous posterior of this desktop projector is formed by ultra soft lines smooth to the touch, giving your audience the perfect hind view ever.

# BenQ Digital Projector MP771 / 522 ST / 512 ST Specifications

	MP771	MP522 ST	MP512 ST
Projection System	DLP® technology by Texas Instruments	DLP® technology by Texas Instruments	DLP® technology by Texas Instruments
Native Resolution	XGA, 1024x768	XGA (1024x768)	SVGA (800x600)
Brightness (ANSI Lumens)	3000	2000	2200
Contrast Ratio	2000:1	1000:1	2500:1
Aspect Ratio	4:3, 16:9 Selectable	4:3, 16:9 Selectable	4:3, 16:9 Selectable
Color	Full 16.7 million color palette	Full 16.7 million color palette	Full 16.7 million color palette
Lens	F=2.42, f=7.5 mm	F=2.5, f=10 mm	F=2.5, f=10 mm
Zoom Ratio	Fixed	Fixed	Fixed
Image Size	67" to 300"	27.5" to 300"	27.5" to 300"
Throw Ratio	0.67:1	0.9:1	0.9:1
Throw Distance	Min.: 0.9M; Max: 4M	Min.: 0.50m; Max: 5.5 m	Min.: 0.50m; Max: 5.5 m
Lamp Spec. (Normal/ Eco mode)	280W, 3000 / 4000 Hours	185W, 3000 / 4000 Hours	185W, 3000 / 4000 Hours
Computer Compatibility	VGA(640 x 480) to SXGA+(1400 x 1050)	VGA(640 x 480) to SXGA(1280 x 1024)	VGA(640 x 480) to SXGA(1280 x 1024)
HDTV Compatibility	480i, 480p, 576i, 576p, 720p, 1080i	480i, 480p, 576i, 576p, 720p, 1080i	480i, 480p, 576i, 576p, 720p, 1080i
Video Compatibility	NTSC / PAL / SECAM	NTSC / PAL / SECAM	NTSC / PAL / SECAM
Horizontal Frequency	31 - 82 kHz	31 - 82 kHz	31 - 82 kHz
Vertical Scan Rate	48 - 85 Hz	48 - 85 Hz	48 - 85 Hz
Input Terminals	D-Sub (15 pin) X 1 DVI-I (HDCP support) X 1 Component Video X 1 (Shared with D-Sub) Composite Video X 1 S-Video: Mini Din 4 pin x 1 Composite Video: RCA x 1 Audio: Stereo MINI Jack x 1	Analog RGB: D-sub 15 pin x 1 Component Video: D-Sub 15 pin (Shared with Analog RGB Connector) S-Video: Mini Din 4 pin x 1 Composite Video: RCA x 1 Audio: Stereo MINI Jack x 1	Digital: HDMI x 1 Analog RGB: D-Sub 15 pin x 1 Component Video: D-Sub 15 pin (Shared with Analog RGB Connector) S-Video: Mini Din 4 pin x 1 Composite Video: RCA x 1 PC audio: Stereo MINI Jack x 1
Output Terminal	12V Trigger D-Sub (15 pin) X 1 Speaker 2W x 1	Analog RGB: D-Sub 15 pin x 1 Speaker 5W x 1	Speaker 5W x 2
Control Terminal	USB Connector : USB x 1, Type mini B	Serial Connector : RS232 9 pin Type 1	Serial Connector : RS232 9 pin Type 1
Dimensions (WxHxD)	10.8 x 5.1 x 13.3 inches (275 x 131 x 338 mm)	10 x 3.5 x 8.4 inches (255 x 90 x 214 mm)	10 x 3.5 x 8.4 inches (255 x 90 x 214 mm)
Weight	9.0lbs (4.1 kg)	4.9lbs (2.2 Kg)	4.9lbs (2.2 Kg)
Power Supply	100 to 240 VAC, 50 to 60 Hz	100 to 240 VAC, 50 to 60 Hz	100 to 240 VAC, 50 to 60 Hz
Power Consumption	Max 365W	Max 280W	Max 280W
Noise Level	34 / 29 dB (Normal / Eco Mode)	31 / 26 dB (Normal / Eco Mode)	31 / 26 dB (Normal / Eco Mode)
On-Screen Display Languages	English / French / Spanish / Thai / Korea / German / Italian / Russian / Swedish / Dutch / Polish / Czech / Traditional Chinese / Simplified Chinese / Japanese / Turkish / Portuguese	English / French / Spanish / Thai / Korea / German / Italian / Russian / Swedish / Dutch / Polish / Czech / Traditional Chinese / Simplified Chinese / Japanese / Turkish / Portuguese	English / French / Spanish / Thai / Korea / German / Italian / Russian / Swedish / Dutch / Polish / Czech / Traditional Chinese / Simplified Chinese / Japanese / Turkish / Portuguese
Application Modes	PC Input: Dynamic Mode Presentation Mode Cinema Mode sRGB Mode User 1 Mode User 2 Mode	A/V Input: Dynamic Mode Standard Mode Cinema Mode User 1 Mode User 2 Mode	PC Input: Dynamic Mode Presentation Mode Cinema Mode sRGB Mode User 1 Mode User 2 Mode
Speakers	2 Watt x 1	5 Watt Speaker x 1	5 Watt Speaker x 2
Functions	Short Throw Ratio Lens BrilliantColor™ UNISHAPE™ Quick Auto Search Presentation Timer Power On / Off Ring Tone Panel Key Lock Resolution Reminder "Q" Hot Key for FAQ Blank @ ECO Mode	Quick Cooling Auto Off Security Password High Altitude Mode 3D Color Management MyScreen Time Controller Detachable Keypad Freeze Wall Color Correction	BrilliantColor™ 3D Color Management Wall Color Correction Quick Auto Search Time Controller Presentation Timer Closed Captioning (cc1-cc4) Standby D-Sub Output Band Rate Change Resolution Reminder
Accessories (Standard)	Quick Start Guide Manual CD Remote Control VGA Cable Power Cord Rubber Cover (for Detachable Keypad)	Quick Start Guide Manual CD VGA Cable Power Cord Remote Control	Quick Start Guide Manual CD VGA Cable Power Cord Remote Control
Accessories (Optional)	Ceiling Mounting Kit Presentation Plus Spare Lamp Kit Soft Carry Case	Ceiling Mounting Kit Presentation Plus Spare Lamp Kit Soft Carry Case	Ceiling Mounting Kit Presentation Plus Spare Lamp Kit Soft Carry Case

## Multi-Function Interface

### MP771



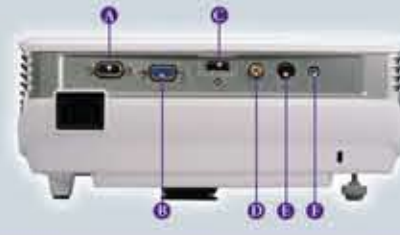
- A Rear IR sensor
- B Composite video
- C S-video
- D D-sub output
- E D-sub input: analog RGB/component
- F DVI-I input
- G Audio input
- H 12V trigger
- I USB (mini B type): for page up/down
- J RS-232

### MP522 ST



- A RS-232
- B D-sub output
- C D-sub input
- D Composite video
- E S-video
- F Audio

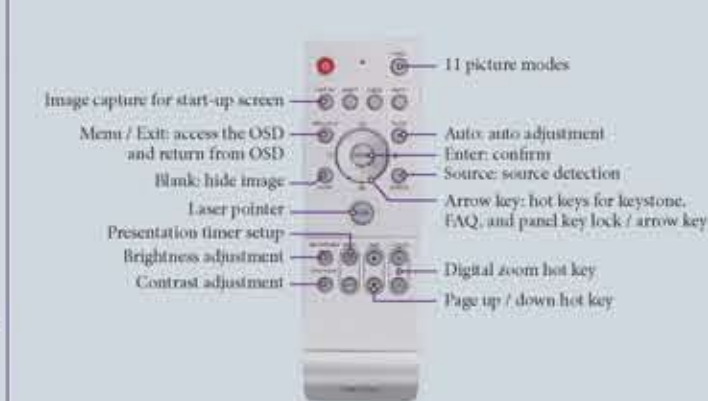
### MP512 ST



- A RS-232
- B D-sub input
- C HDMI
- D Composite video
- E S-video
- F Audio

## Full Function Remote Control

### MP771



- 11 picture modes
- Image capture for start-up screen
- Menu / Exit: access the OSD and return from OSD
- Blank: hide image
- Laser pointer
- Presentation timer setup
- Brightness adjustment
- Contrast adjustment
- Auto: auto adjustment
- Enter: confirm
- Source: source detection
- Arrow key: hot keys for keystone, FAQ, and panel key lock / arrow keys
- Digital zoom hot key
- Page up / down hot key

### MP522 ST / MP512 ST



- Menu / Exit
- Up / Down arrows and keystone
- Auto
- Right arrow / B
- Source
- Mode / Enter
- Timer on
- Timer set up
- Power
- Freeze
- Left arrow / C
- Blank
- Digital Zoom buttons (+, -)

## Accessories (Optional)

### Spare Lamp Kit



MP771: 5L07E01.001  
MP512 ST / MP522 ST: 9EY1301.001

### Presentation Plus



MP771/MP512 ST/MP522 ST: 5LJ0301.001

### Universal Ceiling Mount



MP771/MP512 ST/MP522 ST: 5LJ2K01.001

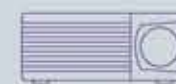
### Soft Carry Case



MP771: 4G.07E04.001  
MP512 ST / MP522 ST: 4G.06207.00

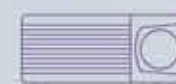
Pictures are for reference only. They may not represent the actual product.

### MP771 Projection Size (Max. Zoom) 4:3 Aspect Ratio



Screen Size (inch)	40	60	80	100	120	150	200	300
Screen Width (cm)	81	122	163	203	244	305	406	610
Screen Height (cm)	61	91	122	152	183	229	305	457
Distance (m)	0.5	0.8	1.1	1.4	1.6	2	2.7	4.1

### MP522 ST / 512 ST Projection Size (Max. Zoom) 4:3 Aspect Ratio



Screen Size (inch)	40	60	80	100	120	150	200	300
Screen Width (cm)	81	122	163	203	244	305	406	610
Screen Height (cm)	61	91	122	152	183	229	305	457
Distance (m)	0.7	1.1	1.5	1.8	2.2	2.7	3.6	5.5