



# HC3000U

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**HOME THEATER  
PROJECTOR**



PRESENTATION PRODUCTS



**HC3000U**  
**Home Theater Projector**

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### **What is the HC3000U?**

The HC3000U is a “New” addition to our class of Home Theater projectors. The new HC3000U model includes the new **DDP3020 DLP TrueVision™ Image Processing with BrilliantColor™**. With BrilliantColor™ technology, users can experience truer images with higher brightness and vibrant colors for realistic and lifelike images. Also with TrueVision™ Image Processing users will have optimal video performance for unbelievable clarity and video fidelity.

The HC3000U also provides the comfort of an extended lamp life of up to 3000 hours (*in low lamp mode*) and a 2-year warranty on its parts and labor. Combined with its high 4000:1 contrast ratio, 1,000 ANSI lumens brightness, native HD720p (1280 x 768) resolution, and its ultra quiet 25dBA fan noise (*low mode*), you will experience a bright, quite and vivid images for an overall stunning visual home theater experience.

### **Key Selling Points**

The following are a few key selling points of the HC3000U:

- First to offer DDP3020 DLP TrueVision™ Image Processing with BrilliantColor™
- 720p native resolution
- Contrast ratio of 4000:1
- Brightness rating of 1000 ANSI Lumens
- Support for both 16:9 aspect ratio (*DVD, movies*) and 4:3 (*video games, sports*)
- Compact size and weight (*6.4lbs*) for convenient travel, setup, and storage

### **How does the HC3000U differentiate from the other Mitsubishi Home Theater Projectors?**

The HC3000U differentiates itself from the other Mitsubishi Projectors, in that it is the first projector to offer the new Texas Instruments DDP3020 with TrueVision™ Image Processing with BrilliantColor™. Not only is the DDP3020 technology unique from the other available Mitsubishi projectors, but it is unique to all other projectors that are currently on the market (*time of HC3000U release*).

Additionally, the HC3000U is a high quality home theater projector that offers many significant features (*i.e. HD720p native resolution, DLP display technology, 4000:1 contrast ratio, low 25dBA noise level, superior lamp warranty, etc, etc*). The HC3000U is an innovative and feature rich Home Theater projector, that is a high-quality and a high-value projector offered at a very competitive price.

### **Why Mitsubishi Home Theater?**

With Mitsubishi Home Theater projectors, you're not just watching the big game, playing video games or watching movies....You're living them!

You can transform one of your typical rooms into a complete home entertainment center, where you can call plays like you're at the Super Bowl, race through the streets of Monte Carlo, and experience movies as though your favorite stars are right in your room.

With support for bright, clear and realistic quality images, you can bring all these stunning visual experiences right to the comfort of your own home.

Recognized worldwide for innovation, performance and a leader in technology, Mitsubishi Home Theater projectors are a dependable solution that will change the way you look at entertainment.

So just sit back, relax and enjoy a visual experience like never before.

### HC3000 PRODUCT SPECIFICATIONS

FEATURES	SUPPORT
Display Technology	0.65" 1-Chip DMD, 12deg.LVDS, DarkChip2™ DDP3020 with BrilliantColor™
Resolution	1280 x 768 (Total 983,040 pixels)
Brightness	1000 ANSI lumens
Color	1073741824 colors, 6seg. Color Wheel (R/G/B/R/G/B)
Contrast Ratio	4000:1
Zoom/Focus	Manual Focus & Zoom Lens
Projection Lens	F=2.4-2.6 with Optical Iris 100"@141.7" (Diagonal)
Off set axis	3 : -1 up (No variable lens shift) +/-38 degrees digital lens shift
Picture Size	40-275 (inch)
Source Lamp	200W (Shut Off Time 2000Hrs) with Low Mode (160W:Shut Off Time 3000Hrs)
PC Compatibility	Resolution; 640 x480 - 1280 x 768 + Compressed 1280 x 1024 Sync on green available
Video Compatibility	NTSC / NTSC 4.43 / PAL (including PAL-M, N) / SECAM / PAL-60 Component Video ; 480i/p, 576i/p, 720p, 1080i (1125i 60Hz), 1080i (1125i 50Hz), 1080i (1250i 50Hz)
Input Terminals	RGB ; mini D-sub 15pin x 1, HDMIx1 Video ; RCA x 1+ S-VIDEO x 1 RCA (Y,CB,CR) x 1
Output Terminal	12V Trigger Out ; Stereo mini jack (φ3.5mm) x 1
Communication Terminal	RS-232C (8pin) x 1 (Direct command is available), USB
Scanning Rate	[H] 15 - 80 kHz [V] 50 - 85 Hz [Dot clock] max.110 MHz
Height Adjuster	Two Push Rear leg ( -1 to 7 degree variable )
Hand Remote unit	Projector Control, Back light key, Direct functions with AV memory
Power consumption	280 W / 2.9 A (TBD)
Dimension (W*H*D)	310(W)*100(H)*245(D) mm (exclude height adjuster)
Weight	6.5 lbs
Power requirements	AC 100 - 240 V / ±10%, 50 / 60 Hz
Fan Noise	31 dBA (Low Mode 25dBA) , sea-level
Supplied Accessories	AC Power Cable RGB cable RS-232C cable Remote Unit ( incl. Battery ) Quick Start Card User Manual Light Shade cover
Optional Accessories	Replacement Lamp VLT-HC910LP
Warranty	2 years parts and labor

HC3000U KEY FEATURES	
<b>Display Technology</b>	<p style="text-align: center;"><b>DLP</b></p> <p>0.65" 1-Chip DMD, 12deg.LVDS, Dark Chip 2 <u>DDP3020 TrueVision™ Image Processing with BrilliantColor™</u></p> <ul style="list-style-type: none"> <li>• <b>Competitive Advantage:</b> "First-to-Market" to offer TI's next generation of DLP DDP3020 Chip TrueVision™ Image Processing with BrilliantColor™ (estimating a 60-day advantage). <i>Use this to your advantage:</i> <ul style="list-style-type: none"> <li>- Evidence we have a good relationships with TI</li> <li>- Evidence that our Development team has the expertise to be the 1<sup>st</sup> to offer projectors with support for this chip (i.e. ensure proper compatibility &amp; meet high quality standards).</li> <li>- An example of how Mitsubishi is the pioneer when it comes to being the leader in introducing innovative technology. We did it with Natural Color Matrix, Pocket Projector, etc. We are always on the forefront of introducing the latest and best technology, so we can meet our customer's projection needs of Today as well as into the Future.</li> <li>- Intrinsic longevity &amp; durability of DLP vs LCD. <b>No Color Decay!</b></li> </ul> </li> </ul>
<b>BrilliantColor™</b>	<p style="text-align: center;"><b>First to Market</b></p> <ul style="list-style-type: none"> <li>• <b>Competitive Advantage:</b> "First-to-Market" to offer TI's next generation of DLP DDP3020 Chip TrueVision™ Image Processing with BrilliantColor™ (estimating a 60-day advantage). <i>Use this to your advantage!</i></li> <li>• Get truer images with higher brightness and more vibrant color. Meaning you will see more realistic and lifelike color reproduction</li> </ul> <p style="text-align: center;"><b>Simply the Best Video Performance</b></p>
<b>TrueVision™ Image Processing</b>	<p>When it comes to optimal video performance, TrueVision™ Image Processing offers simply the best picture with unbelievable clarity and video fidelity.</p> <ul style="list-style-type: none"> <li>• <u>TrueVision™ Image Processing with Film Mode</u> - Optimal image de-interlacing for film-like motion video performance for a true cinematic experience.</li> <li>• <u>TrueVision™ Image Processing with Noise Reduction</u> - Built-in filters practically eliminate image "noise" resulting in crystal-clear video.</li> <li>• <u>TrueVision™ Image Processing with Edge-Adaptive Interpolation</u> - High performance video enhancement ensures that lines and edges are smooth regardless of their position on the screen.</li> </ul>
<b>Contrast Ratio</b>	<p><b>4000:1</b></p> <p>Delivers an exceptional contrast ratio for a truer picture quality. With Motorized IRIS (open or closed)</p> <p><b>1000 ANSI Lumens</b></p>
<b>Brightness</b>	<p>Even though the overall brightness level of the HC3000U is rated at 1000 ANSI Lumens, it is actually visually comparable to standard projectors rated up to 1500 ANSI Lumens due to BrilliantColor™ Technology, which provides a significant boost to white and mid-tones common in video</p>

	input sources. Delivering a brighter more high quality picture.
<b>Native Resolution</b>	<b>True High Definition HD720p</b> Native 1280 x 768 (Total 983,040 pixels) to provide crisp, clear images and high resolution
<b>Noise Level</b>	<b>25dBA</b> Ultra-Quiet 25dBA operation. The fan noise in the HC3000U has been reduced to an unprecedented 25Dba in low mode, to provide a very hushed noise level to make viewing more pleasurable.
<b>10-bit I/P Conversions</b>	<b>YES</b> • <b>Addition of 10-bit signal processing:</b> Mounted with full 1—bit processing I/P conversion circuits, forging dramatic improvements in noise and eliminates screen diagonal jaggies to produce smooth and striking images. Improved signal processing for improved coloring of images
<b>Over-scan Volume Adjustment</b>	<b>Yes</b> Feature provides adjustment to over-scan rate of images contained in DVD and other media from 95% to 100%
<b>EASE OF USE</b>	
<b>IRIS support</b>	<b>YES</b> (2 Modes - Open/Close) • <b>Competitive Advantage:</b> Ability to control the amount of light transferring through the lens, to provide more lifelike and realistic images.
<b>Trigger support</b>	<b>Yes</b> Includes a 12-v screen trigger support to link the projector power source switch to a motor driven screen to automate the control of the screen (up/down), so users can control and coordinate the automation of the screen with the power of the projector.
<b>Vertical Location</b>	<b>Yes</b> Includes virtual lens shift of up to +/- 38 to allow users the flexibility of the vertical location of their picture to their specific preference.
<b>FLEXIBILITY</b>	
<b>Color Temperature Adjustments</b>	<b>YES</b> Includes adjustments so users can select color temperature to their own specific preference. Can select one of five modes: High Brightness, 5900k, 6500k, 9300k, and User.
<b>Screen Size Select</b>	<b>YES</b> • <b>Competitive Advantage:</b> Provides support for WXGA (1366x768), 720P (1280x720), XGA (1024x768), Cinema Scope (1280x544) which enable flexibility of the projected image size.
<b>Output options</b>	<b>YES</b> 12V screen trigger for easy integration to motorized screen automation.
<b>Input Connectivity options</b>	<b>RGB, HDMI, Component, Composite, S-Video, HDCP</b> • <b>Addition of HDMI:</b> Provides the configuration option for pure digital-to-digital signal connectivity. We provide more inputs for flexible

	configuration options.
<b>COST OF OWNERSHIP</b>	
<b>Lamp Life</b>	<p style="text-align: center;"><b>Up to 3000 hrs</b></p> <p>With the optimum temperature control design of the light source and the proprietary lighting timing technology, the HC3000U can support a lamp life of up to 3000 hours. This long lamp life helps lower the overall cost of ownership and maintenance of the projector.</p>
<b>Warranty</b>	<b>2 Years Parts and Labor</b>

The New HC3000U model adds value in many of the following categories:

- **Technology**
- **Ease of Use**
- **Cost of Ownership**
- **Flexibility**

 Remember....

Our projectors are not solely about technology. Every projector includes responsive and thoroughly trained **Technical Support**. All of our customers are just a phone call away to receive assistance on all their projector's technical support needs.

We are also very confident in the **"QUALITY"** of our projectors. We back this statement up by offering our customers both a superior Lamp and Warranty Program. We are confident that all of our Mitsubishi customers are always receiving a **"HIGH-QUALITY"** and **"HIGH-VALUE"** solution, even after the sale of our projectors is completed.

**What are some of the Key New Features of the HC3000U?**

- TI DDP3020 DLP TrueVision™ Image Processing with BrilliantColor™
- True High Definition HD720p resolution (1280 x 768)
- Increased Contrast Ratio at 4000:1
- Increased Brightness at 1000 ANSI Lumens
- HDMI support
- Low Noise at 25dBA
- User Gamma Correction
- Audio Output support
- Increased Lamp Life
- 10-Bit Signaling processing support
- 2-Year Warranty on Parts and Labor

**What is BrilliantColor™?**

BrilliantColor™ technology utilizes a new color-processing algorithm and system level enhancements to enable higher brightness while providing truer, more vibrant colors. Through greater flexibility in color processing, BrilliantColor™ can produce more realistic and lifelike color reproduction.



With BrilliantColor™



Without BrilliantColor™

**Does BrilliantColor™ help increase the overall brightness of the picture?**

Yes. Even though the overall brightness level of the HC3000U is rated at 1000 ANSI Lumens, it is actually visually comparable to standard projectors rated up to 1500 ANSI Lumens due to BrilliantColor™ Technology, which provides a significant boost to white and mid-tones common in video input sources.

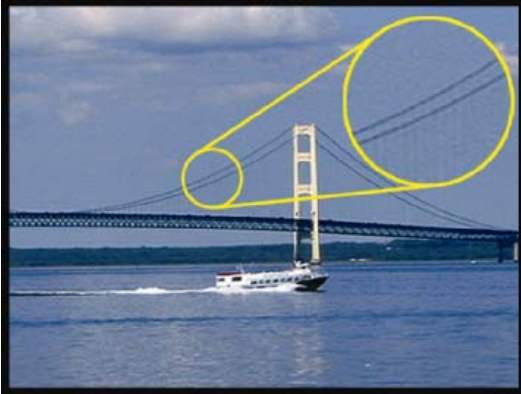
**What does TrueVision™ Image Processing provide?**

TrueVision™ Image Processing is built into the new DMD Chip (DDP3020) DLP™ Data Processor to provide unbelievable image quality. It provides optimal video performance offering simply the best picture with unbelievable clarity and video fidelity. The HC3000U will support various levels of TrueVision™ Image Processing:

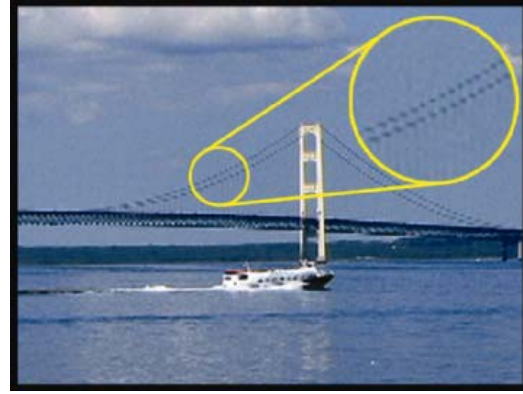
- TrueVision™ Image Processing with Film Mode
- TrueVision™ Image Processing with Noise Reduction
- TrueVision™ Image Processing with Edge-Adaptive Interpolation

**What is TrueVision™ Image Processing with Film Mode?**

TrueVision™ Image Processing with Film Mode provides optimal image de-interlacing for film-like motion video performance for a true cinematic experience.



With Film Mode



**Without** Film Mode

**What is TrueVision™ Image Processing with Noise Reduction?**

TrueVision™ Image Processing with Noise Reduction has support for built-in filters that practically eliminate image "noise" resulting in crystal-clear video.

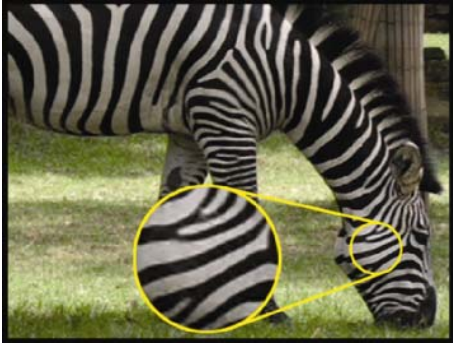


With Film Mode

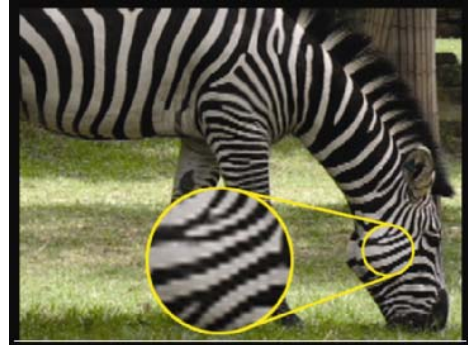


**Without** Film Mode

**What is TrueVision™ Image Processing with Edge-Adaptive Interpolation?**  
TrueVision™ Image Processing with Edge-Adaptive Interpolation provides high performance video enhancements to ensure lines and edges are smooth regardless of their position on the screen.



With Edge-Adaptive Interpolation



Without Edge-Adaptive Interpolation

### Competition

The following is a high-level table of similar Home Theater competitors:

Make/Model	TrueVision™ Image Processing with BrilliantColor™	Technology	Brightness	Contrast Ratio	Fan Noise	Lamp Life (low mode)	MSRP Price
HC3000U	Yes*	DLP	1000 ANSI	4000:1	25Dba	3000 Hrs (low mode)	\$2995
Epson PowerLite Home 20	No	LCD	1400 ANSI	3000:1	28Dba	n/a	\$
Epson PowerLite Pro Cinema 800	No	LCD	1600 ANSI	5000:1	26Dba	n/a	\$
InFocus ScreenPlay 7205	No	DLP	1100 ANSI	2200:1	n/a	3000 Hrs (low mode)	\$ 4,999
InFocus ScreenPlay 7210	No	DLP	1100 ANSI	2800:1	n/a	3000 Hrs (low mode)	\$ 6,999
NEC HT1100	No	DLP	1100 ANSI	3500:1	29Dba	3000 Hrs (low mode)	\$ 1,995
Optoma H79	No	DLP	1000 ANSI	4500:1	23Dba	3000 Hrs (low mode)	\$ 10,000

\* "First-to-Market" to offer TI's next generation of DLP DDP3020 Chip TrueVision™ Image Processing with BrilliantColor™ (estimating a 60-day advantage).  
Use this to your advantage :

- Evidence we have a good relationships with TI
- Evidence that our Development team has the expertise to be the 1<sup>st</sup> to offer projectors with support for this chip (i.e. ensure proper compatibility & meet high quality standards).
- An example of how Mitsubishi is the pioneer when it comes to being the leader in introducing innovative technology. We did it with Natural Color Matrix, Pocket Projector , etc. We are always on the forefront of introducing the latest and best technology, so we can meet our customer's projection needs of Today as well as into the Future.

## HC3000U ACCESSORIES

The following table lists the available accessories for the HC3000U:

### **Replacement Lamp**

Part Number	Price
VLT-HC910LP	MSRP \$395

### **Ceiling Mount**

Part Number	Price
PROJ-UCM	MSRP \$195

\*Demo units are available at discounted price. Please check with your Mitsubishi Account Representative for dealer pricing and volume pricing.

## WORD DESCRIPTIONS

### **25 Words**

The HC3000U Home Theater projector features the DDP3020 DLP™ TrueVision™ Image Processing with BrilliantColor™. With native HD720p resolution, it offers a stunning visual experience.

### **50 Words**

The HC3000U native HD720p Home Theater projector offers DDP3020 DLP™ TrueVision™ Image Processing with BrilliantColor™. With BrilliantColor™ technology, you will experience truer images with higher brightness and vibrant colors for a more realistic and lifelike images. Combined with its high 4000:1 contrast ratio, you will experience a stunning visual picture.

### **75 Words**

The HC3000U HD720p Home Theater projector offers DDP3020 DLP™ TrueVision™ Image Processing with BrilliantColor™. With BrilliantColor™ technology, you will experience truer images with higher brightness and vibrant colors for realistic and lifelike images. It also offers a lamp life up to 3000 hours and a 2-year warranty. Combined with its high 4000:1 contrast ratio, 1,000 ANSI lumens, and its low 25dBA fan noise, you will experience a quite and stunning visual picture with this projector.

### **100 Words**

The HC3000U Home Theater projector offers DDP3020 DLP™ TrueVision™ Image Processing with BrilliantColor™. With BrilliantColor™ technology, you will experience truer images with higher brightness and vibrant colors for realistic and lifelike images. It also offers you the comfort of a lamp life of up to 3000 hours (low mode) and a 2-year warranty on its parts and labor. Combined with its high 4000:1 contrast ratio, 1,000 ANSI lumens brightness, native HD720p (1280 x 768) resolution, and its low 25dBA fan noise (low mode), you will experience a bright, quite and vivid images for an overall stunning visual home theater experience.