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S D C - 1 0 N E W P R O D U C T A N N O U N C M E N T

January 10, 2012 - Wolf Cinema proudly introduces the latest member of our expanding lineup – the model SDC-10. Affectionately known as the “PUP,” the SDC-10 is an advanced home cinema platform equipped to deliver some of the finest experiences in both 2D and 3D [stereoscopic] viewing.

Suitable for home theater screens up to 12' wide, the SDC-10 is built around a three-chip, D-ILA® [Direct Drive Image Light Amplifier] light engine for ultra-high-fidelity 1080p viewing. D-ILA is a LCoS [Liquid Crystal on Silicon] technology originated by the Victor Company of Japan [JVC], which produces stunning film-like imaging with deep contrast level performance and natural color renditions. The system is complemented by custom Wolf Cinema video processing algorithms with advanced optics that deliver razor-sharp images from today's most demanding HD sources.

New for this year is the integrated Wolf Cinema VariScope™ lens memory system. This unique technique enables quick access to the three most common video aspect ratios – 1.78:1, 1.85:1 and 2.35:1 – all without the need of an external anamorphic lens. This feature provides for full 2:35:1 CinemaScope™ widescreen viewing without those unwanted top/bottom “black bars” on appropriate screens. And for true film aficionados everywhere, two precision VariScope™ FX fixed anamorphic lens assemblies are available – especially useful when taking advantage of the full installation range of the primary system optics.

Like all Wolf projectors, the SDC-10 is designed with a highly-efficient thermal chassis for extended projector and lamp life. Multiple whisper fans help keep the light engine at optimum running temperatures by routing air in a rear-to-front design, facilitating a wide range of placement options for the custom installer.

The SDC-10 is delivered in an elegant high-gloss black cabinet, and provides for complete system IR remote control, LAN and RS-232 control capabilities. The SDC-10 boasts a dual set of HDMI 1.4 inputs, one set of component video and PC inputs. SDC-10 projector ceiling mount kits are available for ease of installation. Last but not least, optimized Wolf Cinema 3D shutter glasses and the 3D signal emitter remain important accessory options, available whenever one desires the finest in a 3D home theater viewing experience.

Initial shipments of the SDC-10 commence in January 2012, at a North American Suggested Retail Price of \$10,000.00



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SDC-10 FEATURES AND SPECIFICATIONS:

- D-ILA® three-chip, 1920 x 1080 [1080p] home cinema projector
- Onboard VariScope™ lens memory system [three custom presets] for 1.78, 1.85 and 2.35:1 film aspect ratio viewing
- Advanced real time 2D-to-3D conversion
- 220W lamp, 1300 ANSI, ~70,000:1 CR performance
- Ultra-high contrast chipset with next-gen home cinema iris
- Hand calibrated for both 2D and 3D viewing
- 6 custom preset viewing modes, 3 color space memories and screen surface compensation driver
- Extended range primary lens: 1.45:1 to 2.78:1 TD
- Inputs: HDMI 1.4a (2), Component, PC
- IR Remote Control included plus LAN, RS-232 system control capabilities
- Two optional VariScope FX™ fixed anamorphic lens assemblies
- Elegant gloss black cabinet with black anodized front and rear bezel
- Optimized thermal design for extended projector and lamp life
- Optional 3D starter pack includes 3D signal emitter and two pair of active glasses; additional glasses available
- Optional WC-PM-M ceiling mount kit