

SIGNATURE CINEMA™ PORTFOLIO

SC-1

DIGITAL CINEMA PROJECTOR



RUNCO
THE WORLD'S FINEST
HOME THEATER PRODUCTS™

A Crowning Achievement

San Ramon

THE SIGNATURE CINEMA SERIES™ PHILOSOPHY

For those who value the finest things in life, the Runco Signature Cinema SC-1 represents the ultimate value proposition. Designed to express a new level of personalized luxury in home entertainment, the SC-1 pushes both the luxury and technological envelopes beyond existing benchmarks.

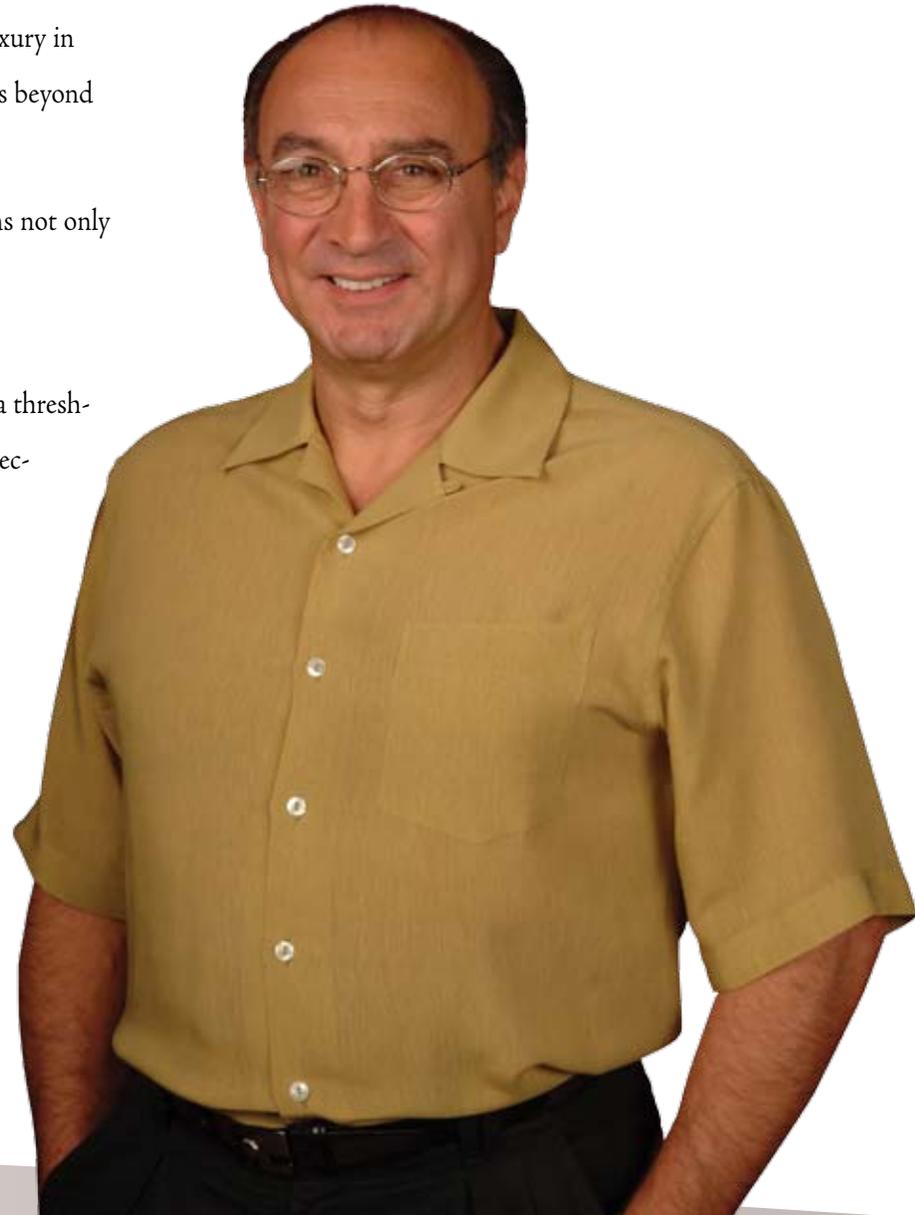
This revolutionary, high definition flagship projector with innovative engineering advances, aims not only to redefine the technology boundaries of home theater, but also to provide you with a totally customized ownership experience.

Utilizing a unique, sophisticated video processing system, the Signature Cinema SC-1 crosses a threshold, duplicating the characteristics of film in this fixed-pixel digital cinema projector with unprecedented accuracy and faithfulness, well beyond anything previously achieved.

Runco CEO Sam Runco says it best in describing the SC-1 product development mantra:

“The dream behind the Signature Cinema SC-1 is to be the best that Runco has ever offered — truly our crown jewel, custom crafted for those elite few who want the very best that money can buy, and have budgeted accordingly. Its film-like quality and overall performance is simply stunning. There is nothing else in the world like it, period!”

Sam Runco
Founder and CEO,
Runco International



THE SIGNATURE CINEMA SERIES™ SC-1

The Runco Signature Cinema SC-1 begins with the ownership experience we have created, which is of fundamental importance to the overall approach of our elite SC-1 program. When you select a Signature Cinema projector as the centerpiece of your home cinema, Runco is partnering with you, becoming a part of your home entertainment lifestyle. The Runco Signature ownership package that accompanies each unit assures you that you belong to an exclusive family, one that treasures the opportunity to enhance your living experience. That's really what this product is all about — delivering the most refined digital cinema experience to the most extraordinary homes, in a very personal way.

Signature Cinema

As part of this personalized experience, Runco has engineered the SC-1 with custom installation professionals in mind, too. Among the features that will enable them to satisfy your expectations are a variety of installation and setup tools designed to accommodate almost any conceivable installation specification or obstacle. In addition, Runco has established an Elite Design™ program for the SC-1 to assist custom installation specialists throughout the quality control and installation process.

The SC-1 achieves its excellent picture quality through specialized technology that implements Runco's exclusive Signature CineStep Process™. This consists of pre-processing, decoding and optimizing film-originated signals; enhancing the dynamic range for maximum black level, contrast and detail reproduction without increasing noise levels; and post-processing that eliminates undesirable RGB characteristics associated with digital projection. Since film is not an RGB medium, this process assures a film-like image.

With seven lens choices as well as anamorphic lens options, the Signature Cinema SC-1 can be tailored for use in any home, or virtually any electronic cinema environment. Its tremendous light output is suitable for screens as large as 40 feet wide, while its versatility and variable light output control system provide the opportunity for the first time to use a product of this caliber with modest size screens, as well. The system's DHD™ digital controller superbly scales output signals that are matched pixel-for-pixel with the native projector resolution, eliminating any video artifacts while faithfully processing input signals. Advanced Vivix II™ digital video processing elevates even standard NTSC material to near high definition levels.

The SC-1 incorporates today's most advanced widescreen DLP™ technology, with three SuperOnyx™ DMD's™ boasting a phenomenal native resolution of 2048 x 1080. Runco has engineered ISF™ calibration standards into the SC-1 for the purest video performance and has incorporated AxiShift™, Runco's horizontal and vertical lens shift system, to accommodate even the most difficult projector placement issues.

The Signature Cinema SC-1 is clearly the beneficiary of Runco's illustrious heritage, establishing a new threshold for technological advancement and the highest performance ever achieved.



CSMS™

Runco International has carefully developed a full set of specification standards for our video projectors that is founded upon more realistic and easier to understand criteria for expressing the light output or brightness capability of a display device, as well as its contrast ratio. The Cinema Standards Measurement System™ was developed based on the actual experience one has in a movie theater, providing the consumer with an objective reference point to compare specifications.

CineWide™ *Bringing Hollywood Home™*

Runco's exclusive CineWide™ and CineWide with AutoScope™ technology ensures uncompromised widescreen reproduction of movies originally filmed in the CinemaScope 2.35:1 format. Through a combination of software, electronics and precision anamorphic optics, the projector is able to use the full pixel array on its DMD chips, thereby producing a 2.35 image with enhanced resolution and increased brightness. No resolution is lost to annoying black bars.

Live Link™

The LiveLink™ DVI cabling system is Runco's exclusive solution for reliable, pure digital video signal transfer. This is the first DVI cabling system capable of truly supporting longer runs while preserving all essential high-resolution video signal quality. LiveLink is nothing short of a revolution for home theater design.



The new Signature Cinema SC-1 incorporates the Imaging Science Foundation's "ISF 3c™" (Certified Calibration Configuration) setup and calibration standards in projector GUI menus to facilitate picture quality conforming to the highest standards in the industry.

CINEWIDE™ AND CINEWIDE WITH AUTOSCOPE™

TRANSFORMING HOME THEATER INTO TRUE HOME CINEMA

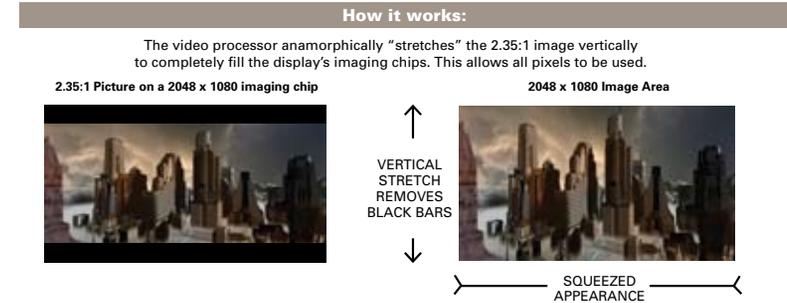
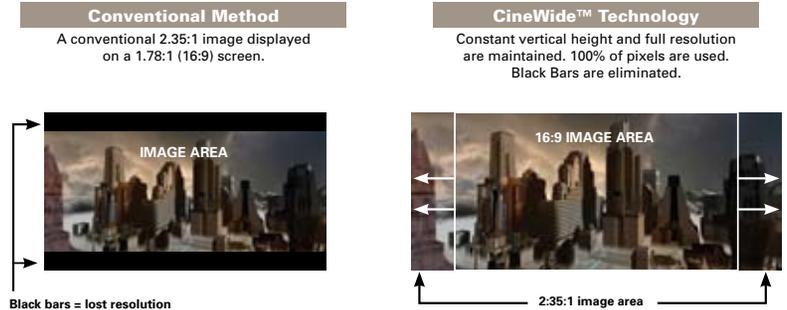
Runco's award winning development of CineWide™ and CineWide with AutoScope™ technology has created a revolution in faithful movie reproduction, for the first time transforming *home theater* into *home cinema*.



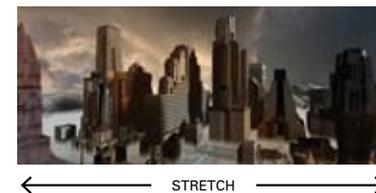
This technology provides uncompromised widescreen reproduction of movies originally filmed in the CinemaScope™ 2.35:1 format. It maintains constant vertical height on the screen just as in a movie theater. When a viewer transitions from 1.78:1 (16:9) program material to superwide 2.35:1, the image simply gets wider while full screen height is maintained, eliminating black bars.

This is done through an ingenious combination of software, electronics and precision anamorphic optics. With the AutoScope option, the anamorphic lens is motorized and remote controlled.

With CineWide the projection system is able to use the full pixel array on its SuperOnyx™ DMD™ chips, thereby producing a 2.35:1 image with enhanced resolution and increased brightness. No resolution or image area is lost to useless black bars on the top and bottom of the screen that contain no picture information.



The anamorphic lens then "stretches" the image width to 2.35:1. Correct geometry is restored, while 100% of the pixels are now used to maintain full resolution and eliminate black bars.



CineWide requires the use of a 2.35:1 or similar aspect ratio superwide format screen.

CineWide and AutoScope technology is the talk of the industry. These are among the awards and acknowledgements we have already received.



2005 Overall Most Creative New Product



Best Video Product 2005



Manufacturer's Excellence Award Best New Product 2005



Electronic House Product of the Year 2005



Best New Product 2005

SC-1 Projector Specifications:

Projector Type:	Digital Light Processing (DLP™), 3-Chip, SuperOnyx™ DMD™
Native Resolution:	2048 x 1080
Aspect Ratios:	Determined by Supplied DHD Video Processor
Video Standards:	NTSC, PAL
DTV Compatibility:	480p, 720p, 1080i, 1080p
Picture Size (16:9 Screen)	Recommended Width: 6–40 ft.
Throw Distance Factor x Screen Width:	Signature Lens Options: A: Zoom 1.32–1.50 for full 1.9, 1.40–1.58 for 16:9 screens B: Zoom 1.48–1.81 for full 1.9, 1.57–1.93 for 16:9 screens C: Zoom 1.84–2.40 for full 1.9, 1.96–2.55 for 16:9 screens (with CineWide 1.49–1.93) D: Zoom 2.25–2.99 for full 1.9, 2.37–3.19 for 16:9 screens (with CineWide 1.80–2.41) E: Zoom 3.02–4.28 for full 1.9, 3.22–4.56 for 16:9 screens (with CineWide 2.44–3.45) F: Zoom 4.30–6.00 for full 1.9, 4.03–5.63 for 16:9 screens (with CineWide 3.05–4.26) G: Zoom 5.50–8.50 for full 1.9, 5.16–7.97 for 16:9 screens (with CineWide 3.91–6.03) <i>(Signature A, or B options not available with CineWide or CineWide w/AutoScope)</i>
Horizontal and Vertical Offset Without CineWide Option: <small>(Note: With CineWide option offsets vary per lens. Please contact Runco Technical Support for more information.)</small>	**Horizontal offset varies per lens up to 40% of screen width (20% left or right of center), Vertical offset varies per lens up to 86% of screen height (43% above or below center) **Subject to change, due to mounting mechanism
Light Output:	CSMS** Specifications: Home Theater Calibration: 6887 ANSI Lumens (w/2k Lamp); 331 Foot-Lamberts (fL) (w/2k Lamp); 9000 ANSI Lumens* min. (w/2k Lamp); 8000 – 25,000 ANSI Lumens (variable depending on lamp used)
Contrast Ratio:	CSMS** Contrast Ratio: 243:1 – 485:1 (w/2k Lamp); 1500 – 2800:1 (variable depending on lamp used)
Lamp Options:	1.6kW, 2kW, 3kW or 7kW Xenon Short Arc lamp
Lamp Life:	1000 hours
Inputs:	Proprietary Digital Interface
Control Options:	IR, RS-232, RS-422
Power Requirements:	220-240V AC, 50/60Hz, 30 Amps, External Cooling Requirement: 600 CFM (cubic feet per minute) minimum
Operating Environments:	40 to 95°F (5 to 35°C); 20-80% humidity (non-condensing)
Dimensions (w/o feet):	Width: 25 3/4 in. (654 mm) Depth: 57 1/4 in. (1454 mm); 49 1/4 in. (1251mm) without power supply unit Height: 17 1/16 in. (433 mm) Weight: 342lbs. (155kg)
Regulatory Approvals:	Complies with FCC Class A, CE, C-Tick
Limited Warranty:	Projector: (2) Two years parts and labor from the date of delivery to the end user. Lamp Warranty: 1000 hours or (6) Six months, which ever comes first.

Specifications are subject to change without notice.
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Digital Light Processing, DLP and DMD are trademarks of Texas Instruments.
ISF is a registered trademark of Imaging Science Foundation.
CinemaScope is a trademark of Twentieth Century Fox Film Corporation.
Theater installation photo courtesy of Genesis Audio & Video, Irvine, CA

SC-1 DHD™ Controller Specifications:

Aspect Ratios:	Anamorphic, Letterbox, VirtualWide™, Cinema, 2.35 Cinema (on 16:9, 4:3 or 2.35:1 screens)
Input Standards:	NTSC, PAL
Output Resolution:	1080p
Outputs:	(1) HD-R (Pr), G (Y), B (Pb), H, V, (1) DVI w/ HDCP
Inputs:	(1) Composite, (2) S-Video, (1) Component (480i or 576i), (2) RGBHV/Component HD, (2) DVI Digital w/ HDCP
Communication control ports:	(1) RS-232 (via DB9 connector), (1) RJ-11 output (for display only), IR (with discreet commands), Front panel controls
Screen Trigger/Masking Outputs:	(3) 12V DC, 1/8A
Bandwidth:	150 Mega Samples/Second (MSPS)
Power Requirements:	100–240V AC (auto sensing) 50/60Hz, 160W
Operating Environments:	41°–95°F (5°–35°C); 0-90% Humidity (non-condensing)
Dimensions (w/o feet):	Width: 17 1/2 in. (443 mm) Depth: 11 3/16 in. (284 mm) Height: 3 3/4 in. (95.25 mm) Weight: 13lbs. (5.9kg)
Included Accessories:	Rack mounting brackets
Regulatory Approvals:	Complies with FCC Class 'B', CE, C-Tick
Limited Warranty:	(2) Two years parts and labor from the date of delivery to the end user



***ANSI Lumen specification:**
This is the typical projector luminosity (brightness) specification found in most sales literature. This measurement is included in RUNCO literature to allow for direct comparison with other manufacturer's projectors. These measurements can be taken at 9,000 to 13,000° Kelvin to get expected performance data when the projector is used in professional, commercial, and industrial displays.

****CSMS Home Theater Calibration ANSI Lumen Specification:**
These measurements are taken from the projector as set up in a home theater environment. The projector is calibrated to ISF specifications including setting the color temperature to 6500° Kelvin, the standard for reproducing video.

****CSMS Home Theater Calibration foot-Lambert (fL) Specification:**
This is the unit of measurement used in commercial movie theaters to express image brightness. The Society of Motion Picture and Television Engineers (SMPTE) specifies 16 fL as the target image brightness for film-based projectors using an open gate (without film in the projector). More importantly, today SMPTE specifies 12 fL as the target image brightness in Digital Cinema theaters using DLP™ technology. The foot-Lambert is dependant on screen size, screen gain, and projector light output.

All measurements are made at RUNCO to ANSI/NAPM IT7.228-1997 specifications using the Photo Research PR-650 SpectraColorimeter and Minolta LS-100 Luminance Meter, Video Essentials test DVD, and a 100-inch wide screen. The projector is calibrated to a color temperature of 6500° Kelvin and has a minimum of 150 hours of usage.

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