



Christie introduces brighter Crimson HD31 and WU31 for same low price as Crimson 25

CYPRESS, Calif. – (January 16, 2020) – The new Christie® Crimson Series of 3DLP® laser projectors, introduced today, deliver 31,500 ISO lumens for the same price as the Crimson 25 models with the same 60Hz processing and Christie BoldColor Technology in a compact, rugged package for rental, staging and fixed installation customers. Users will also experience the same Christie TruLife™ electronics and the built-in warp and blend capabilities of Christie Twist™. In addition, by adding Christie Mystique, users will reduce multiple projector calibration times from hours to minutes, saving both time and labor costs.

Designed with the technician in mind, the Crimson Series is built-tough and is easy to ship, handle and install thanks to its compact form factor, quiet operation and omnidirectional capabilities. Featuring an IP5X sealed, solid-state laser light source, Crimson projectors provide years of reliable, low-cost, and virtually maintenance-free operation while delivering vibrant, lifelike colors in theme parks, indoor and outdoor arenas and stadiums, entertainment venues, mega events, public spaces, and more.

“The new Crimson models – which are both upgradeable to 120Hz – support both Christie Guardian for real-time automatic blended-image correction when content is playing, and the Christie Terra input card for seamless integration into SDVoE networks,” said Mike Garrido, senior product manager, Christie. “We’ve designed it with 31,500 ISO lumens for the same prices as the Crimson 25 models, providing even greater value for our fixed install, rental and staging customers at no additional cost.”

Both new models are shipping now with a three-year part and labor warranty backed by Christie’s renowned customer service and support.

About Christie®

Christie Digital Systems USA, Inc. is a global visual and audio technologies company and a wholly owned subsidiary of Ushio Inc., Japan (JP: 6925). Christie revolutionized the movie industry with the launch of digital cinema projection, and since 1929 has embraced innovation and broken many technology barriers. From the world’s largest mega-events to the smallest applications, our technology—from advanced RGB pure laser and SDVoE technology to image processing and LED display solutions—empowers people to create the world’s best shared experiences. Visit www.christiedigital.com.

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