Christie BoldColor Technology creates the color balance needed to accurately reproduce colorful images, without sacrificing brightness. An industry first, Christie® BoldColor Technology employs blue and red laser diodes as well as a patented optical chamber, video processing and specialized software to produce enhanced color and saturation and more lifelike visuals when compared to typical laser phosphor projectors.

### Color Fidelity Shootout

<table>
<thead>
<tr>
<th>Christie BoldColor Technology Equipped Projector</th>
<th>Competing 1DLP® Laser Phosphor Projector</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>78%</strong></td>
<td><strong>30%</strong></td>
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1 out of 3 survey responders indicated “color fidelity” as one of the most important factors when buying a projector.

### Typical Laser Phosphor Illumination

- Filter laser diode banks
- Focus lens
- Phosphor wheel
- Dichroic filter
- Red laser diode bank

### Christie BoldColor Technology

- Multiple laser light sources
- Blue and red laser diodes
- Proprietary video processing and software

### Laser Phosphor Illumination with Christie BoldColor Technology

- Accurate colors
- Full brightness
- Accurate detail in whites and darks
- Looks like original content

### Color Manipulations that Distort Content to Gain Brightness

1. Oversaturated greens
2. Crushed whites
3. One color appearing much stronger/more saturated than the others
4. Over-saturated greens
5. Crushed whites
6. One color appearing much stronger/more saturated than the others

Comparing laser phosphor projectors?

Be aware of these 6 color manipulations that distort content to gain brightness.

Need help choosing a projector? Contact Christie today.

Want to know more about laser phosphor? Visit our resources page for more information.