



Display type: 3LCD type
Liquid crystal panel: 0.55 type polysilicon
TFT wide liquid crystal panel (16:9)
Pixel number: 854×480×3
Light source power: 135W UHE
Projection size: 30 ~ 300
Color reproduction: 8-bit color processing
(approximately 16.77 million colors)
Brightness: 1,200lm (maximum)
Dimensions: (W) 340×(D) 310×(H) 180mm
(excluding minor protrusions)
Power consumption: 230W
Weight: Approximately 7.0 kg

Product Features

The EMP-TWD1 was not only a 1,200-lumen projector that could project crisp images even in bright spaces such as living rooms, but it also has a built-in, high-definition DVD player and high-quality sound direct drive (DD) speakers.

This impressive large-screen projector was created with a brand new concept. Anyone could enjoy it anytime by simply turning it on and inserting a DVD. This innovative product helped to dispel the image of the troublesome projector that must be connected to other devices.

The EMP-TWD1 came complete with technologies that Epson had cultivated over many years to recreate beautiful images. Epson had sought to enhance the basic functions of home projectors and the projector included a small, energy-saving, Epson high-efficiency lamp -- the E-TORL (Epson-Twin Optimize Reflection Lamp), the Epson Cinema Filter that optically adjusted for optimum color balance, and a 1.5x zoom lens with short focal length that could project onto a type-80 wide screen from two meters. In addition, this efficiently designed projector masterfully overcame the challenge of having a heat-emitting projector and a heat-sensitive DVD player in a single package.

Essential to realistic video is sound. The EMP-TWD1 used DD speakers from the Victor Company of Japan to play high-quality surround sound even in two channels.

Moreover, the cubic design allows for easy storage, and the white shade of the projector and cables made it easy to match with most living rooms.

Birth of the Product and Background

While the market for flat, large-screen TVs was rapidly expanding, it was long recognized that home theatres using projectors were only enjoyed by movie buffs and AV fanatics – a limited section of the population. However, there were many people who enjoyed watching movies (DVDs) at home, and Epson was convinced that there would be demand from those who wanted to enjoy watching movies on a larger screen. To expand the projector market, it was necessary to dispel the stereotype that projectors were only for fanatics. We needed to design a projector that met potential latent needs, in other words, a product that could be used by someone who was inexperienced in using AV devices and that could easily be connected and operated.

Achievements and Market Response

Within Japan, from the moment it was released until its successor machine went on sale the following year, the EMP-TWD1 was a huge hit, recording continuous #1 sales for about a year. Recognized as a product that expanded the lower end of the projector market, Epson became well known for home projectors.

Even outside Japan, the new product concept and design – which was unlike most projectors – were very well received, resulting in higher-than-expected sales performances in markets worldwide.

In the projector market, which was dominated by business users, the EMP-TWD1 gave birth to a culture of readily enjoying projectors at home, and took on the role of a pioneer in developing the home market.

(Written in July, 2009)