

Optoma HD3300 Transforms Home Theater Showroom

HOME THEATER SHOWROOM
GRAPEVINE, TX

PROJECT NEEDS

Chris Poulan, of installer Hi-Tech Homes, started talking to key projector vendors in hopes of giving his customers an impressive real-life experience of affordable 2D and 3D movies in their home theater.

EXPERT SOLUTION

Poulan identified the Optoma HD3300 as the best-in-class option. The projector delivers unmatched home theater performance and stunning 3D for an unbeatable price.

RESULTS

Today, Optoma's HD3300 is standing out from the competition as users migrate to adopting theater-like 3D performance and bright and beautiful 2D images for their home theaters.



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— Chris Poulan, owner, Hi-Tech Homes

Chris Poulan has built his installer business on the old adage, “Seeing is believing.” His company, Hi-Tech Homes, specializes in helping customers choose just the right home theater technology and has let customers get up close and personal with the newest and best home theater technology for the past seven years. Located in an upscale furniture store, the large showroom allows visitors to compare potential home theater set ups.

Build It and They Will Come

Hi-Tech Homes features four full-blown media rooms of different sizes so that users can get a real-world feel for just how the big screen will fit in their own home theater, whatever the size. Today, users can experience home theater in four room sizes: 13' x 15', 14' x 16', 16' x 20' and 16' x 30'.



HD3300



Seeing Really is Believing

Recently, Poulan installed an Optoma HD3300 home theater projector and saw an immediate shift in sales patterns. The 1080p projector delivers 5000:1 contrast ratio, 2000 ANSI lumens brightness and superior 3D performance in an affordable 10 pound package. In Hi-Tech Homes' 16x20 media room, the projector is set up to deliver 2D and 3D movies on a 106-inch screen.

In fact, since Poulan installed it, this powerful home theater solution has been outshining the JVC DLA-RS45 projector running in the 16x30 room next door on a 119-inch screen. "Once my customers look at the picture quality delivered by both, they find it difficult to justify the \$2,000 price premium of the other product, so they buy the HD3300," said Poulan.

For the vast majority of customers, 3D quality is a major consideration as users try to capture the increasingly-popular 3D movie theater experience at home.

Hi-Tech puts four pairs of 3D glasses in the show room and demonstrates Blu-ray 3D movies to let users get a feel for what their at-home experience

might be like. "About 98 percent of our customers who want a home theater projector also want 3D," said Poulan. "When we show our customers the combination of 1080p and 3D on Blu-ray they are absolutely blown away."

Helping Find the Answer

During high-traffic weekend days, many visit Hi-Tech's media rooms and try out the capabilities of the projector to imagine them in their own homes. Often, Optoma's HD3300 comes out on the top of the list. "It truly is an impressive projector for the amount of money," said Poulan. "It performs like it costs a lot more."

Going forward, Optoma's projectors will continue to take center stage in Hi-Tech Homes' showrooms, Poulan predicted. In the near future, the installer plans to put a second HD3300 in the room to demonstrate 1:235 aspect ratio on a curved anamorphic screen. "I want to show the affordability of this aspect ratio to stretch the picture out," said Poulan. "Until now, it hasn't been affordable for most customers. With the HD3300, we can do it at a reasonable price. It's going to be a big deal."

The installer also has a common area so customers can view televisions for sale. With a visit to the showroom, customers quickly realize that the combination of a projector and a screen can, for the same price as a television, provide twice the image size at the same quality.

Even more important, though, is the ability for customers to see the difference between the different projector options for themselves. "It's good for customers to be able to compare from one room to the other," said Poulan, owner of Hi-Tech Homes. "When they come into these rooms, they are primarily looking at picture quality and quality of 3D images. That's what's really important to them."

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HD3300