



Christie LX400 3LCD XGA Projector

VS



Christie LX605 3LCD XGA Projector

AV Integration by



Omaha World Herald

Choosing the Projector that Satisfies Needs and Budget

# Finding the Right Projector

## Omaha World-Herald

When the Omaha World-Herald wanted to replace the projector in their large conference room they were unsure of which product to choose. They needed a quality projector that not only met their specific needs, but fit their budget as well. Faced with financial constraints and unsure of what options were available, they turned to CONCEPTS AV Integration for help.

Sales representative Monti Carr worked with the Omaha World-Herald management to ensure their product investment could be made with confidence. After taking into account the unique needs of the Omaha World-Herald, the environment in which the projector would be used and the budget, Carr recommended two Christie Digital Projectors: The LX400 and the LX605.

“Both the LX400 and the LX605 would have fit the needs of the Conference room,” said Carr. “However, we also wanted to give them some cost savings options.”

After the Omaha World-Herald received the projector recommendations and reviewed the product information they were still unsure of which product to choose. To set their

minds at ease Carr offered to give demonstrations for both projectors at the Omaha World-Herald. This allowed management to see the products in the environment in which they would be used before making their decision.

“The best way to know it’s the right product is to see it in action in the environment it’s going to be used,” said Carr. “After bringing both projectors to the Omaha World Herald conference room for demonstrations, management decided that the Christie LX400 was the best option for them.”

The Omaha World-Herald felt that the Christie LX400 fulfilled the needs of their conference room. A major factor in choosing the projector was the brightness each offered and the difference in cost. While a measurement of brightness was given for each projector in the product information, seeing demonstrations of the projectors in the conference room allowed the Omaha World-Herald to weigh the cost and benefits of both projectors.

No matter what the project scope, CONCEPTS believes in taking the time to evaluate the individual needs of their customers and doing whatever is possible to ensure their customers are investing in a product with full confidence. For the Omaha World-Herald this meant giving on-site demonstrations so a side-by-side comparison of the projectors could be made.

By assessing the unique customer needs and financial constraints CONCEPTS AV Integration was able to help the Omaha World-Herald choose the projector that was right for them.

## Christie Digital Projector Specifications

The main differences between the projectors were brightness and cost. A demonstration of both projectors enabled the Omaha World-Herald to weigh the cost benefits and make a confident decision.

### LX400

- Brightness: 4,000 lumens
- Resolution: 1024 x 768 XGA
- Contrast: 1000:1 (Full on/off)
- Illumination: 275W UHB
- Lamp Life: 2,000 hours; up to 3,000 in eco mode
- Costs Less than the LX605

### LX605

- Brightness: 6,000 lumens
- Resolution: 1024 x 768 XGA
- Contrast: 1000:1 (Full on/off)
- Illumination: 300W NSHA
- Lamp Life: 2,000 hours; up to 3,000 in eco mode
- Costs More than the LX400