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Sony Selects Immersion Graphics Inc. to Offer SXRD 4K Series Projection Systems

Commerce, MI – Immersion Graphics Inc. is among a very limited number of integrators in the United States incorporating the Sony SXRD 4K extreme resolution projector into its advanced visualization systems. These projectors achieve super-high resolution (4096x2160 and 10,000 ANSI Lumens), providing highly-effective visualization solutions for the automotive design community.

“Sony is really pleased to have Immersion Graphics as a Large Venue Reseller to sell SXRD 4K projection systems in their markets,” said Andre Floyd, Marketing Manager-SXRD Systems, Sony Electronics Inc. “Their ability to make use of the system’s 8.8 million pixels as part of their design and display systems puts them at the leading edge of auto design and control systems implementations.”

“We are very excited to be offering our clients this amazing projection system,” said Pat Hernandez, President, Immersion Graphics Inc. “The resolution levels offered means that we can build full-scale, 20-foot wide projection systems using a single projector instead of having to use multiple projectors with edge-blending technology to create the same level of image fidelity.”

About Immersion Graphics Inc.

Since 1998, Immersion Graphics Inc. has been designing, delivering and servicing audio / visual systems as well as large-scale, high-resolution rear-projection systems for the automotive design community, higher education, medical and financial institutions, as well as the United States Military and several other government agencies. Immersion Graphics Inc. provides a suite of services that includes product sales, rentals, consulting, design, engineering, custom fabrication, installation and service. Applications include: design studios, conference rooms, boardrooms, control rooms, classrooms, trade shows, and digital signage. For more information, visit www.Immersion-Graphics.com or call 248-624-6520.

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