

# THE THREE FACES OF 4K

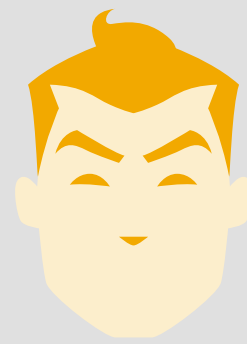
With 4K projectors spanning a huge range of prices and sizes, it begs the question: what's the difference? From the original Native 4K, to the rise of Fake 4K and beyond, this guide will help you become a better judge of character.



NATIVE 4K



FAKE 4K



PANASONIC 4K+



## NATIVE 4K

Native 4K resolution projectors offer theatrical DCI resolution (4,096 x 2,160), but they can be high maintenance.

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- BULKY
- HIGH VOLTAGE

- LAMP REPLACEMENTS



## FAKE 4K

Some projectors duplicate 1920x1080 pixels and shift them diagonally to visually "stretch" resolution to the size of 4K, but they have limitations.

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- LIMITED OPTIONS

- CONSUMER-GRADE



## PANASONIC 4K+

Rocketing beyond 4K with 5120x3200 pixels of cinematic resolution, 4K+ offers superior crispness, brightness and color accuracy thanks to its quad pixel drive and real motion processor.

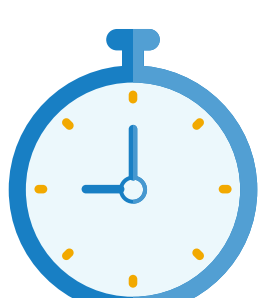
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- 10K - 27K LUMENS
- EASY INSTALL
- LAMP-FREE

- DUST-FREE
- EXISTING LENS SUITE COMPATIBILITY

## NOT TOO BIG TO SHARE

4K+ Compatible With All Panasonic 3-chip DLP™ Projector Lenses



## VIRTUALLY IMMORTAL

With no bulb to replace, Panasonic 4K+ projectors shine for up to 10 years of continuous use<sup>1</sup>.

24 / 7 ... 87,600 HOURS

## LOOKS CAN BE REVEALING.

Schedule a demo and see for yourself how 4K+ outshines the competition.

Check out these two 4K+ projectors to see for yourself:



PT-RQ13KU  
[us.panasonic.com/rq13](http://us.panasonic.com/rq13)



PT-RQ32KU  
[us.panasonic.com/rq32](http://us.panasonic.com/rq32)