

# IMPORTANT NOTICE ABOUT PROJECTOR BRIGHTNESS



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BY [PRESSAT](#)

Screeneo Innovation SA ("Screeneo"), who has been granted the license to manufacture and market video projectors under the Philips trademark by Koninklijke Philips N.V., and Philips North America LLC ("Philips"), would like to announce that they have reached an agreement with Epson America, INC. ("Epson") on the procedures for communicating the brightness of their projector products within the United States of America and Canada.

All parties are committed to displaying, ICDM IDMS (15.3 & 15.4) and/or ISO/IEC 21118 lumens standards on Product packaging and advertisements, and they believe that utilizing the ICDM IDMS (15.3 & 15.4) and/or ISO/IEC 21118 lumens standards are the correct means of properly informing customers of the brightness of a projector. Philips and Screeneo, Philips' brand licensee for projectors, remain committed to advertising the brightness of their projectors using the ICDM IDMS (15.3 & 15.4) and/or ISO/IEC 21118 lumens standards.

*Press release distributed by Media Pigeon on behalf of Pressat, on Jan 29, 2021. For more information subscribe and [follow us](#).*

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