Color Light Output

the easy way to evaluate
projector color performance

What is Color Light Output?

Color Light Output is a metric that measures a projector's ability to deliver color. Developed by color scientists using the same approach as White Light Output (Brightness) measurement, Color Light Output provides a simple, accurate and easy to understand way to evaluate projector Color Performance.

Does Brightness Measure Color?

No. Current product specifications such as Brightness (or White Light Output), Contrast Ratio and Resolution give no information regarding a projector's ability to reproduce color.

Why is Color Light Output Important?

Color Light Output is critically important because color is a key indicator of picture quality. In-depth market research by TFC Associates*, a leading projector market research firm, clearly shows that picture quality is the most important factor when choosing a projector.

Color Light Output provides users with a way to evaluate projector's Color Performance to make better buying decisions.

Is Color Performance the same in all projectors?

No. There are vast differences in the Color Performance of projectors on the market today. Look at the images below from two competing projectors.
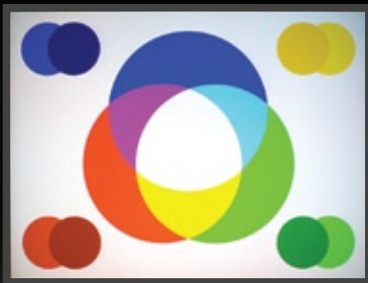
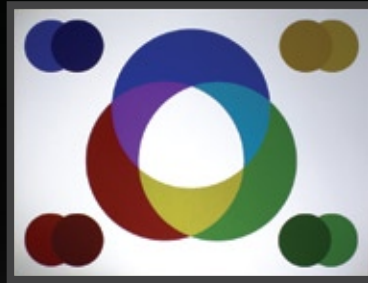**Projector A**

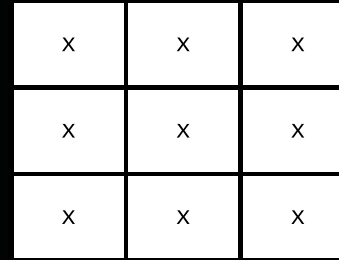

Image #1**

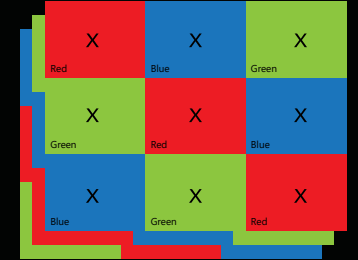Image #2**

Projector B

Image #1**

Image #2**

Color Light Output describes the difference in Color Performance between these two projectors.

How is Color Light Output measured?

Brightness (or White Light Output) measures the total amount of white light projected in lumens on a nine point grid. It does not measure color.

Color Light Output uses 3 sets of a nine point grid to measure the primary Colors - red, green and blue, using the same approach used to measure White Light Output in lumens

How should Color Light Output be used?

Color Light Output should be used with White Light Output to provide insight into a projector's overall picture quality. Two things to remember in order to get optimal Color Performance:

1. Select High Color Light Output

2. Color Light Output equals White Light Output

Projector A

White Light Output — **2200 Lumens**

Color Light Output — **2200 Lumens**

Projector B

White Light Output — **2200 Lumens**

Color Light Output — **500 Lumens**

When selecting a projector ask for the Color Light Output measurement.