

**Media Contact:** Tory Patrick  
Tech Image for Sharp NEC Display Solutions  
312-533-9823  
[tory.patrick@techimage.com](mailto:tory.patrick@techimage.com)

## **Sharp NEC Display Solutions Debuts NC2443ML RB Laser Projector in Digital Cinema Projection Series**

*Featuring a built-in modular laser light source, maintenance-free operation and 50,000\* hour lifetime, this next-generation projector offers unparalleled value*

**CHICAGO – May 11, 2021 –** [Sharp NEC Display Solutions, a global leader in the projector and display market](#), today announced the availability of the NC2443ML RB Laser Projector in its digital cinema projection series. The NC2443ML is the ideal projection solution for theaters with medium to large-sized screens or projection booths that are looking for high-quality cinema projection.

The NC2443ML uses an RB laser light source to produce a rich color spectrum with unsurpassed brightness. The use of the RB laser and 4K DC-compliant quality creates an outstanding image bright enough to display on screens up to 72 feet (22 meters) in DCI color.

“What really sets this projector apart from others on the market is its outstanding performance at a competitive price,” said Richard McPherson, Senior Product Manager at Sharp NEC Display Solutions. “The NC2443ML projector is also extremely versatile and can display diverse content for medium-large sized auditoriums due to its modular light source at 24,000 lumens. With the theatre industry bouncing back after a year of uncertainty, the modularity of this projection technology plays a large role in accessibility and is another avenue for theater owners and operators to protect their investment.”

In addition to the improved projection and imaging, benefits include the affordable and flexible nature of the NC2443ML. As a result of its interchangeable laser light sources, and incredible longevity at 50,000\* hours, the projector does not require lamp replacement, leading to less maintenance and lower running costs. This projector also boasts increased flexibility, as it can

be installed on the floor or the ceiling without the need for an exhaust system and features a wide variety of lens options.

For more information on Sharp NEC Display Solutions, visit <https://www.sharpnecdisplays.us/>.

\*The lifetime may vary depending upon environmental conditions and does not constitute the warranty period.

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Sharp NEC Display Solutions of America, Inc. is the leading global provider of professional and commercial visual technology and digital signage solutions, wholly owned by [Sharp NEC Display Solutions, Ltd.](#) Sharp NEC Display offers one of the broadest visual solutions portfolios in the industry, innovating in LCD displays, lamp and laser projectors, dvLED, 8K and 5G technology, collaboration solutions, calibration tools, IoT and AI driven analytics. Sharp NEC Display is a trusted name and a total solutions provider with strong ties to industry partners, and has a reputation for quality, reliability, and industry-leading customer support with a range of professional service offerings. Serving a wide variety of markets, the organization's expertise spans retail, enterprise, education, entertainment, transportation, energy and utility, and more. For more information, please visit [www.sharpnecdisplays.us](http://www.sharpnecdisplays.us). Follow us on our social media channels: [Facebook](#), [Instagram](#), [YouTube](#), [Twitter](#) and [LinkedIn](#).