



## Pininfarina wins the SMAU Industrial Design Prize for the DICOM projector



The DICOM wireless projector designed by Pininfarina is one of the 7 winners of the 35th Smau Industrial Design prize which was awarded in Milan on October 26 at the SMAU show, Europe's leading high tech exhibition.

The electronics of this projector, whose hardware and software architecture was conceived and developed entirely in Italy, features over 60 innovations.

Thanks to the digital processing of the fully programmable signals, it will be possible to evolve the basic unit continuously, generating new applications (all of which will concentrate on video-projection, wireless connections and network communications) just by adding specific software packages.

Although the professional sector is its main market, the projector was also conceived for domestic use, for home entertainment.

Pininfarina Extra was responsible for the design and engineering of the case of the projector, which will be available on the market from the Spring of 2003.