

Dangbei Mars Pro: 4K is one of the most definitive trends for projectors



Olympia, Washington Sep 15, 2022 ([Issuewire.com](https://www.issuewire.com)) - As a display device, the picture quality of [smart projectors](#) has always been one of the most concerned indicator dimensions for the industry, users, and public opinion.

Its related performance has thus become a priority factor for projector manufacturers' high-end layout,

especially resolution.

From the market share, FHD accounts for 40%; UHD doubles the share and has become the standard for high-end projectors.

4K is the most definitive direction for high-end projector trends.

Although 4K penetration in the overall market is still relatively low, it is already one of the most definite trends in high-end projectors.

LCD TV is a traditional product that overlaps with projectors in the use of scenarios, and its 4K resolution has been largely popular. So, if the smart projector is to be used in the home and upgraded to become the centerpiece of living room entertainment, 4K will be an inescapable indicator of rapid improvement in picture quality.

In terms of core components, the Texas Instruments (TI) 4K resolution 0.47-inch DMD projection chip has matured.

On the enterprise side, projector brands have also long been exploring the 4K field. In 2018, Optoma took the lead in launching the I5 4K LED smart home projector.

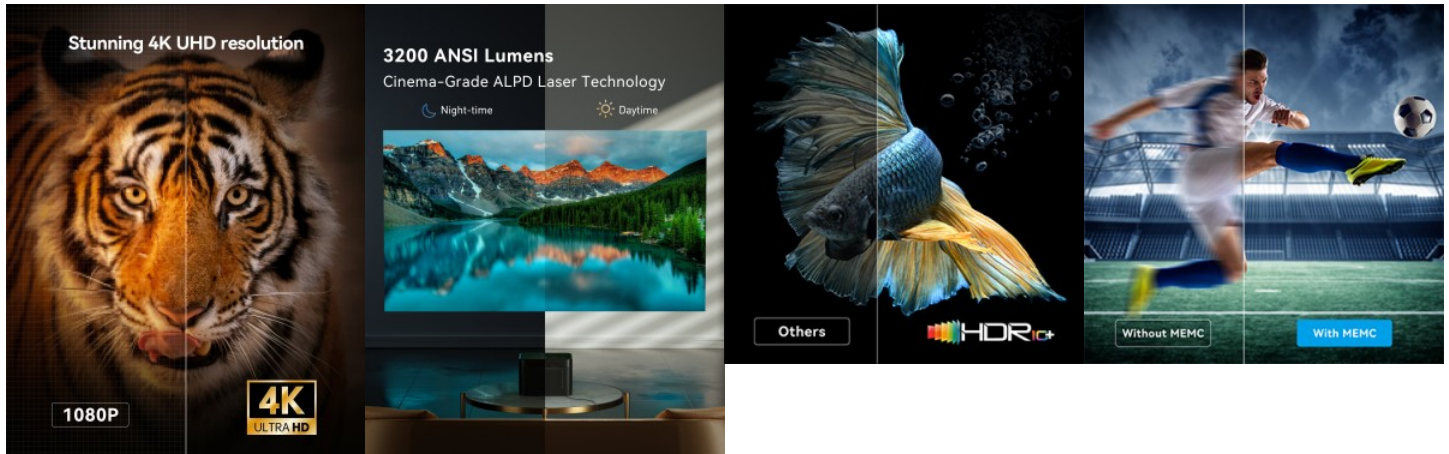
As a deep-focused participant, Dangbei has also stepped into the 4K field. Dangbei released its first 4K projector, the Dangbei X3 pro in China in 2022. While in 2021, the first global projector, also the global version of the Dangbei X3, the Dangbei Mars Pro, has been launched already.

Both the [Dangbei X3 pro](#) and the [Dangbei Mars Pro](#) are revolutionary with 4K resolution.

4K is the resolution that affects the clarity of the screen. On the same size screen, the higher the resolution, the clearer and more detailed the picture. Nowadays, movies on the market are mainly 1080P, while 4K resolution is more than 4 times of it, therefore it can provide a clearer and more detailed picture.

[Dangbei Mars Pro](#) is powered by DLP display tech and performs 4K pictures by DMD 0.47 chip. The picture details are presented much better. Along with its incredible high brightness of 3,200 ANSI lumens, Dangbei Mars Pro delivers a stunning picture. To enhance the picture performance, Dangbei Mars Pro also sports HDR10+ and HLG to present more luminance information, making it closer to the real picture visible to the human eye, while achieving a brighter picture without exposing, darker details that are visible.

Next, with the development of technology and changes in consumer demand, the trend of upgrading the product structure upwards in the [smart projector](#) market will continue to deepen. Under the dual stimulation of key manufacturers' layout and product price dips, according to forecasts, in 2022, the penetration rate of 4K [smart projectors](#) in the overall market will reach more than two times that of last year.



Media Contact

Edwina

mall@dangbei.com

Source : Dangbei

[See on IssueWire](#)