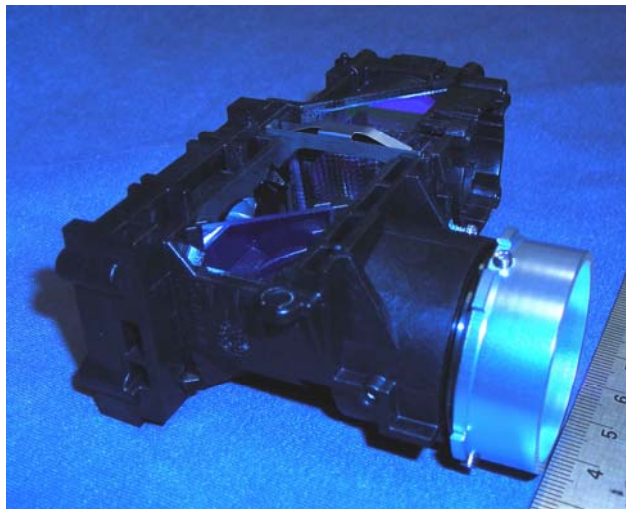


FOR IMMEDIATE RELEASE

May 1, 2008

New second generation manufacturing cost and optical system analyses report for the Samsung pocket projector released

Corvallis, OR—An exclusive second generation manufacturing cost analysis and optical system analysis report for the Samsung pocket projector is available May 6, 2008 from Optical Short Course International, Inc. (OSCI) and Spartan Cost Consulting (SCC) on the Samsung SP-P310. The collaborative effort on the *Samsung SP-P310 LED Digital Projector: a Manufacturing Cost Analysis and Optical Performance Report* offers an exceptionally detailed look at the manufacturing cost associated and the optical system performance. Samsung's second generation SP-P310 pocket projector is significantly different from its predecessor the SP-P300. With almost double the lumen output, Samsung made changes to the optical system and used different LEDs this time around.



This two-part report contains a full manufacturing cost analysis and a reverse engineering optical system analysis. The destructive manufacturing cost analysis provides insight into the cost estimates for the component to manufacture this pocket projector. The data is critical and beneficial when considering competitive analysis, supply negotiations and other manufacturing concerns. The reverse engineered optical system analysis provides an in-depth and thorough look at the optical performance and design trade-offs; as well as a close-up look at “what’s inside the box”.

The manufacturing cost analysis portion of the two-part report includes two Excel spreadsheets containing cost analysis, photos of assembly and subassembly components, Executive, Cost and Labor Summaries; Report Methodology, Packaging; Mechanical, Optical, and Electrical Components; and Final Preparations for the SP-P310 pocket projector.

The optical system analysis portion of this two-part report is packed with over 200 high-resolution photographs, graphs, and illustrations that cover the analysis of the optical system and layout, light engine assembly, illumination and imaging systems and their throughput; and optical components, subassembly components, unique design features, and color analyses for the SP-P310 pocket projector.

For additional information on the *Samsung SP-P310 LED Digital Projector: a Manufacturing Cost Analysis and Optical Performance Report*, other LED-based projector optical tear-down reports, eBooks, custom in-house courses, or LED light engine assembly design and analysis; visit us at www.oscintl.com or call 541-255-2165.

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About Optical Short Course International Inc.

Our goal at Optical Short Course International Inc., (OSCI) is to continually exceed optical engineering training and consulting expectations worldwide.

OSCI Inc. is an industry leader in illumination design and analyses, prototypes, reverse optical engineering, and customized in-house training courses. Start-up companies, medium and large companies including Fortune 50, 100, and 500 companies have benefited from partnering with us.

With over 20 years of experience, we understand the challenges companies face in gaining and maintaining a foothold in the booming LED-based and illumination industries. We work closely with our partners to ensure the best strategies and innovations are used in developing cutting edge technology to implement their optical engineering dreams so they can compete in the world market.

Our areas of brilliance include:

- High Brightness (HB) LED Optical System Design, Analysis, and Testing
- Illumination Design, Analysis, and Testing Services
- Optical Instrument Development, Analysis, and Testing
- Reverse Engineering—Optical Assembly Tear-downs
- Customized In-house Optical Training Courses

For more information visit www.oscintl.com; email: traci@oscintl.com or call 541.255.2183.

About Spartan Cost Consulting

For more than 15 years, Spartan Cost Consulting (SCC) technicians have repeatedly supplied clients in the technology industry with the tools necessary to make informed, cost effective, business decisions regarding the manufacturing cost and competitiveness of their own, and their competitors' products. By providing an in-depth look at the total estimated cost associated with manufacturing a product, down to its individual components, SCC Contract Manufacturer Cost Analysis Reports enable clients to better negotiate with global contract manufacturers and suppliers, thereby significantly reducing overall manufacturing costs and maintaining an increasingly competitive edge.

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