

Laser TV:



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Australian firm **Arasor International** and its US partner **Novalux** have unveiled what they see as the next revolution in visual technology - the world's first laser television which is poised to be half the price, twice as good, and consume a fraction of the electricity of conventional plasma and LCD TVs.

Manufacturing firm Arasor produces a special chip, the unique opt electronic chip which is central to the laser projection device being developed by Novalux.

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Novalux chief exec. **Jean-Michel Pelaprat** boldly predicted that while LCD TVs would come to dominate the market below 40 inches, an end is in sight for the plasma television. *"If you look at any screen today, the color content is roughly about 30-35 per cent of what the eye can see,"* he said. *"But for the very first time with a laser TV we'll be able to see 90 per cent of what the eye can see."*

"All of a sudden what you see is a lifelike image on display. Combine that with energy efficiency, price advantage and the fact that the laser TVs will be half the weight and depth of plasma TVs, and," Mr Pelaprat says *"plasma is now something of the past."*