

## SIM2's Fuoriserie Makes World Debut at CES

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What do you give the person that has everything? In answer to that question, SIM2 launches their LUMIS Fuoriserie projector at the home of bling, CES in Las Vegas.

*Fuoriserie* is used in Italy to describe a custom-built, high-performance, exclusive and expensive auto that “qualifies the owner’s financial ability and desire to stand out from the crowd.”

SIM2’s Fuoriserie describes its limited-production special which incorporate advances in design and technology.

SIM2’s wants Fuoriserie to have only the latest, most carefully selected components (each one individually tested). That built-out quality gives it high performance-- coupled with SIM2’s signature red-gloss finish, SIM2’s LUMIS Fuoriserie embodies luxury.

The LUMIS Fuoriserie will only be made available to SIM2 Premiere Dealers.

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