

Epson projector brings digital avatar to life at investment conference

Through a digital avatar projected by an Epson ultra-short throw laser projector, participants at an investment conference were treated to an immersive experience that enhanced their insights



The ultra-short throw distance of just 26cm required to project a 100-inch image.

At the Investment Management Association of Singapore (IMAS)-Bloomberg investment conference in May 2019, some 400 asset management professionals were treated to stunning digital projections that enhanced the overall event experience.

The projections took the form of a digital avatar, which was screened on a Microsoft Surface Studio and projected onto an external screen using an Epson ultra-short throw 3LCD laser projector.

The digital avatar not only enabled all participants to see what was happening at the exhibition booths, it also answered questions posed by conference delegates, according to IMAS consultant Cheryl Tang.

The choice of Epson was clear to Tang, who praised the image quality and ease of use of the projector. “The images were clear, and colours were vibrant too. There were also no set-up and configuration issues,” she said.

With brightness levels of up to 4,000 lumens, the projector uses a laser light source that projects blue light through a beam splitter, dividing the light into two beams.

One beam is reflected by a phosphor wheel, changing it into yellow, while the other beam remains blue. The two beams are then recombined into white light and separated into red, green and blue through dichroic mirrors.

Each of the three colours passes through LCD panels, producing three individual images, which are transmitted through a prism and combined into the final full colour image.

The result of this revolutionary laser light source that boasts a lifespan of up to 20,000 hours, is true-to-life images, with a high contrast ratio of 2,500,000:1 and the ability to deliver beautiful, well-defined images regardless of lighting conditions.

Tang said the Epson projector had fulfilled the event requirements, of which clarity and colour quality were of utmost important, followed by ease of use and maintenance.

Indeed, the projector touts an easy plug-and-play set-up while avoiding the use of unsightly cables, thanks to its wireless projection capabilities. It also works well in small confined spaces, with an ultra-short throw distance of just 26cm required to project a 100-inch image.

This was not IMAS’s first experience with an Epson projector. The organisation had been pleased with the quality of Epson’s basic business projectors in the past, and was delighted that the ultra-short throw laser projector delivered the same level of reliable performance.

Indeed, Tang concluded: “The projection from the Epson projector made a difference in bringing the digital avatar to life, allowing the wider audience to see and experience what was being asked”.

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CHALLENGE

IMAS wanted to deliver a rich media experience for delegates at the IMAS-Bloomberg investment conference through the use of a digital avatar. The projector had to be easy to use and should project vibrant and clear images.

SOLUTION

IMAS decided on an Epson ultra-short throw laser projector to project a digital avatar that showcased the questions posed by participants and displayed what was happening at the booths. The projector displayed clear and vibrant images, and was easy to set up and configure.

BENEFITS

- Bright colours – 4,000 lumens of equal colour and white brightness with Epson 3LCD technology
- Superior picture quality with exceptionally deep blacks and brilliant, vivid colours
- Long-lasting laser light source
- Easy and stress-free set up
- Overcome space constraints with the advantage of ultra-short throw – project supersized content up to 130 inches