

Epson projectors deliver front row action from Rugby World Cup

Singapore's The Queen & Mangosteen restaurant reached out to new customers by screening live rugby matches using Epson projectors



The ultra-short throw avoids the risk of customers walking between the projector and screen.

When South Africa stunned England in the Rugby World Cup Final in November 2019, over 100 rugby fans at Singapore's The Queen & Mangosteen restaurant got front row seats to the brilliant tries by the Springboks' wingers Makazole Mapimpi and Cheslin Kolbe.

The highly-anticipated game – and the winning tries – was beamed on projector screens set up both indoors and in the alfresco dining area of the restaurant using two Epson projectors.

The two top-selling home projectors, one standard throw home projector and one ultra-short throw projector, on loan from Epson Singapore, delivered all the onscreen action to an emotionally charged audience who appreciated the rich and vibrant images that transported them to the live game held at the Yokohama International Stadium in Japan.

This was even though the projectors were placed in varying lighting environments, from the bright outdoors to partially shaded conditions indoors.

Kina Huang, managing director at Tembusu Projects that runs The Queen & Mangosteen and two other restaurants, said this was the first time Epson projectors were being used to screen live sporting events.

Going by the response from the audience and restaurant staff, the results have been nothing short of phenomenal compared to what the restaurant had been using previously for similar events.

"We were using a another projector and it did serve its purpose as it was small and portable," Huang said. "However, when we tried to set it up for the Rugby World Cup, we

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noticed that it was not bright enough to project afternoon games in bright sunlight."

With a white and colour brightness level of up to 4,000 lumens, and a contrast ratio of up to 2,500,000:1, the Epson 3LCD laser projectors were able to deliver clear images even under harsh lighting conditions, thanks to a dynamic mode that lets viewers enjoy vivid image quality during the day without the need to dim the lights.

A newly developed chip from Epson also equips the projectors with an advanced image enhancement feature that works in tandem with noise reduction technology to produce high quality images.

The projectors also tout 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 a short throw distance of just 26cm required to project a large cinematic 100-inch image.

Plus, connect up DVD players, games consoles and more, using the three HDMI inputs (including

one MHL). With Epson's iProjection app, it is also effortless to control the projectors.

Indeed, Huang noted that the projectors were easy to operate and were good enough to screen the rugby matches – even in the afternoons.

She said: "The outdoor projector's short throw distance enabled us to screen the games without having to hang them on the ceiling. As the projector was very close to the screen, we can avoid the risk of having customers walk between the projector and the screen, blocking exciting moments for others."

Huang said the projectors have benefited the restaurant's business, enabling it to attract first-time customers. "With the Epson projectors, we were able to provide live screening of all Rugby World Cup matches. We have gained a new group of customers, especially those who would not have visited our restaurant if not for the live screening."

CHALLENGE

The Queen & Mangosteen could not project images that were bright enough in varying lighting conditions, ranging from its bright alfresco dining area to partially shaded indoor environments when screening live sporting events.

SOLUTION

With Epson projectors, the restaurant was able to project clear and vibrant images even under harsh lighting conditions. The short throw distance of the projectors also helped to deliver a positive experience for its customers with no interruption during key moments.

BENEFITS

- Enjoy a cinematic and immersive experience
- Brilliant image quality with Epson's proprietary 3LCD technology
- Easy to set up
- Ultra-short throw advantage achieves a big screen size even with physical space constraints*
- Long-lasting laser light source*

* Applies to Epson's ultra short throw laser models.