

Sleek Epson Projector Brings Small Spaces to Life

The versatility of the Epson LightScene EV-100 Accent Lighting 3LCD Laser projector has enabled The Rich List Group to project visuals and lighting effects at its inaugural event in Singapore

GONE are the days when projectors were bulky devices that stood out like a sore thumb in an art gallery – or in the case of The Rich List Group, exclusive events aimed at the elite set.

Just ask Daryl Goh, an award-winning projection artist who turned to Epson's sleek-looking LightScene EV-100 Accent Lighting 3LCD projector to create appealing visuals at its debut event in Southeast Asia on the sidelines of the Formula One Singapore Grand Prix in September 2018.

"The Epson LightScene EV-100 projector is really unique and represents a new breed of projectors that do not look like infrastructures," Goh said. "Rather, they have become visual instruments that we can incorporate seamlessly into retail spaces, exhibitions and even mundane places."

With an enclosure that resembles that of track lighting, the Epson LightScene EV-100 is a compact projector that can be installed in a variety of ways – from a traditional ceiling mount to a freestanding floor mount.

It also offers a high degree of versatility not found in conventional projectors. Goh said the flexible positioning of the projector had allowed him to tilt, angle and project visuals in new and unique ways that weren't possible before.

"The Epson LightScene EV-100 projectors enable us to deliver projections in small spaces as they are compact and can fit into every corner," Goh said. "We can now activate these spaces, bringing them to life using content that's more immersive, experiential, and a little more artistic than usual," Goh said.

In addition, Goh liked the fact that the Epson LightScene EV-100 is aesthetically pleasing. "Oftentimes, projection technology comes with projectors and mount infrastructure, but the Epson LightScene projector is a combination of both and looks pleasantly aesthetic," he said.

The pleasant aesthetics was particularly critical for events organised by The Rich List Group, which has built a reputation of delivering only the best experiences with an amazing atmosphere for elite members of society who love to have a spontaneous good time.

"We have been in the entertainment business for 19 years, so we know how to host the best parties," said Bally Singh, owner of The Rich List Group.

“The projectors enable us to deliver projections in small spaces as they are compact and can fit in every corner.”

On the use of the Epson LightScene EV-100 at the Singapore event, Singh said: "I love technology and projection. Though LED screens are good, they are not as flexible as projectors. I also prefer the quality and flexibility of Epson projectors which are a lot easier to use".

Indeed, the Epson LightScene EV-100, which blurs the line between lighting and projection with 2,000-lumen brightness and WXGA sharpness, comes with the Epson Projector Content Manager software for easy content creation without the need for an external software or advanced content creation expertise.

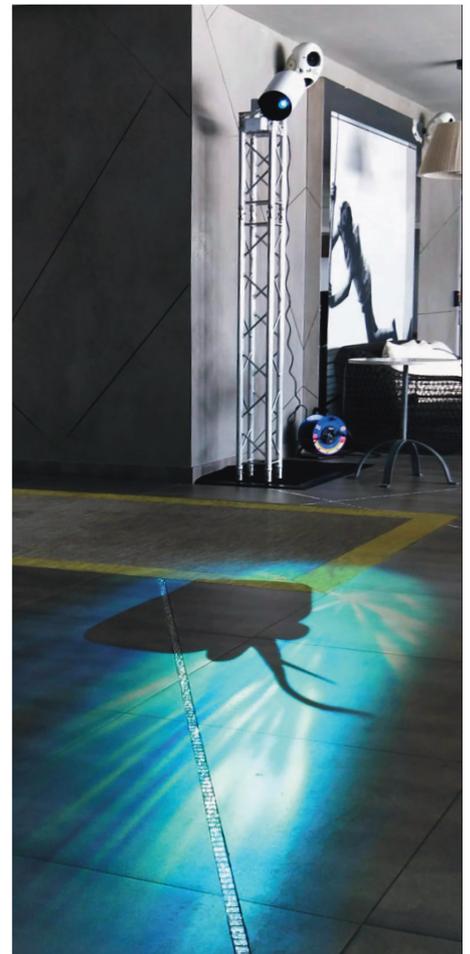
Playlists can easily be loaded onto an SD card and changed using a remote control without the need for a computer. The projector also used advanced techniques such as edge-blending to achieve stunning results in larger spaces that require multiple-unit installations.

Combining 3LCD laser technology with a fully sealed optical engine structure, LightScene projectors deliver up to 20,000 hours of virtually maintenance-free operation.¹

"We know that we are going to get a good quality product and it's flexible in where you are going to put it. Epson projectors are amazing for us!" Singh said.

Besides events, Goh noted that the Epson LightScene EV-100 projector can be used in other areas – such as retail spaces where it fits seamlessly, perfectly and as part of the design of a store, together with the mannequins, fashion apparel and accessories.

"Also, in spaces like lounges, reception areas, lobbies and hotels, the projector will fit perfectly with lighting fixtures on the ceiling while projecting moving visuals. There are many other possibilities which we have not yet explored."



CHALLENGE

The Rich List Group was looking for new and creative ways to spruce up its debut event in Singapore and wanted to explore the use of projectors to deliver visual and lighting effects for its elite clientele.

SOLUTION

The Epson LightScene EV-100 projector lets you create instantly appealing visuals with sharp WXGA resolution and 2,000-lumen brightness. Yet, thanks to its low visual noise white casing, it can be used where a traditional projector would stand out, such as window displays and as part of exhibitions.

BENEFITS

- Laser projector for digital art and signage
- Laser light source for virtually maintenance free operation
- Sleek, white spotlight shaped design to discreetly blend in different environments
- Create stunning and immersive visual displays
- Available in both black and white colour variants

¹20,000 hours is the estimated projector life when used in Normal Mode. Actual hours may vary depending on mode and usage environment.