

## Epson and Lang AG Provide 3LCD Laser Projectors for CeBIT 2017 Opening Ceremony



EB-L25000U 3LCD laser projector

- Singapore, March 22, 2017 –

Epson has announced that it has worked with partner Lang AG, the leading German AV hire company, to provide two units of the EB-L25000U, currently the brightest<sup>\*1</sup> 3LCD projector on the market, for use in a spectacular projection mapping performance that formed part of the opening ceremony for CeBIT 2017. The ceremony on 21 March was attended by business leaders and senior government officials including German Chancellor Angela Merkel and Japanese Prime Minister Shinzo Abe. Japan is the official partner country for CeBIT 2017.

The creative director for the performance commented, “We selected the Epson projectors for their high brightness and high contrast. With their rich expression of color gradations and blacks, we believe they were the ideal projectors for faithfully reproducing the projection mapping and computer graphics that play such an important part in the performance.”

The EB-L25000U projectors dazzled the attendees with their brightness and vivid recreation of colors used in the show, which celebrated the best of Japanese technology and the strong connection between Japan and the host country. The sensational projection mapping performance, which involved a combination of eye-catching images projected onto objects such as cubes and robot arms, comprised a breathtaking combination of augmented and mixed reality<sup>\*2</sup> that was enjoyed by the attendees at the prestigious event.

The EB-L25000U is not only the brightest 3LCD laser projector on the market, it's also smaller and lighter than competing products. Plus thanks to 360° rotation, it offers incredibly flexible mounting. A sealed optical unit and inorganic phosphor wheel mean that the EB-L25000U provides 20,000 hours of reliable, maintenance-free use<sup>\*3</sup>, even coping with very smoky environments, such as concert halls and theatres.

CeBIT is one of the world's leading technology shows. In addition to the EB-L25000U, Epson plans to showcase its state-of-the-art office inkjet printers, Moverio smart eyewear, robotics, and PaperLab, the world's first<sup>\*4</sup> in-office papermaking system that turns waste paper into new paper using a dry process.

Epson's new products can be seen at CeBIT Hall 3, Stand D17, and at Hall 4, Stand A38, in the Japan Pavilion.

\*1 According to Epson research (as of August 2016)

\*2 Augmented reality is a technology that superimposes computer-generated images onto a view of the real world. Mixed reality combines real and virtual worlds to show scenarios in which

physical and digital objects exist together and interact in real time.

\*3 Approximate time until brightness decreases 50% from first usage. Measured by acceleration test assuming use of 0.04 - 0.20 mg/m<sup>3</sup> of particulate matter. Time varies depending on usage conditions and environments.

\*4 PaperLab is the first in-office papermaking system to use a dry process, according to Epson (as of November 2016).

Note that Epson products and services vary by region. Please refer to your local Epson sales company for details of products and services available in your region:

<http://www.epson.com/>

See here for more information about Epson at CeBIT:

<https://www.epson.eu/cebit>

See here for more information about CeBIT:

<http://www.cebit.de/en/>

### **About Epson**

Epson is a global technology leader dedicated to connecting people, things and information with its original efficient, compact and precision technologies. With a lineup that ranges from inkjet printers and digital printing systems to 3LCD projectors, smart glasses, sensing systems and industrial robots, the company is focused on driving innovations and exceeding customer expectations in inkjet, visual communications, wearables and robotics.

Led by the Japan-based Seiko Epson Corporation, the Epson Group comprises more than 73,000 employees in 91 companies around the world, and is proud of its contributions to the communities in which it operates and its ongoing efforts to reduce environmental impacts.

<http://global.epson.com/>

### **About Epson Southeast Asia**

Since 1982, Epson has developed a strong presence across major markets in Southeast Asia. Led by the regional headquarters, Epson Singapore Pte Ltd., Epson Southeast Asia spans an extensive network of 10 countries, and is responsible for delivering and supporting Epson's cutting-edge consumer and business digital imaging products to the customers of these markets through its comprehensive infrastructure of over 360 service outlets, 10 Epson solution centres and 8 manufacturing facilities. <http://www.epson.com.sg>

### **About Epson Singapore**

Epson is the world's leader in digital imaging solutions. The company's Singapore operation is also the Regional Headquarters of Seiko Epson Corporation. The company markets and supports Epson printers, scanners, projectors, electronic devices including liquid crystal displays, semiconductors and system devices in South East and South Asia.

<http://www.epson.com.sg>

### **About LANG AG**

LANG AG is one of Europe's leading wholesalers - for hire and for sale - of visual presentation technologies. As a reliable and capable partner, LANG guarantees the highest quality in its product range and service. Due to continuous research and development, LANG is always at the cutting-edge of presentation technologies. Under the name SOLUTIONS, LANG AG develops, designs and produces individual product solutions for professional users in the AV industry. Due to its independence in the market and with experienced specialists as contacts,

manufacturers as well as customers value the in-depth exchange of experience for product development, project design, and prior to purchasing decisions. Support services, even as an official service centre for well-known manufacturers, supplement sales and complete the range of services offered by LANG AG. Two independent companies were founded 2017 by LANG in Switzerland and the UK. From now on LANG-Baranday in Zurich and LANG UK in London will serve the European market together with LANG.

[www.lang-ag.com](http://www.lang-ag.com)

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