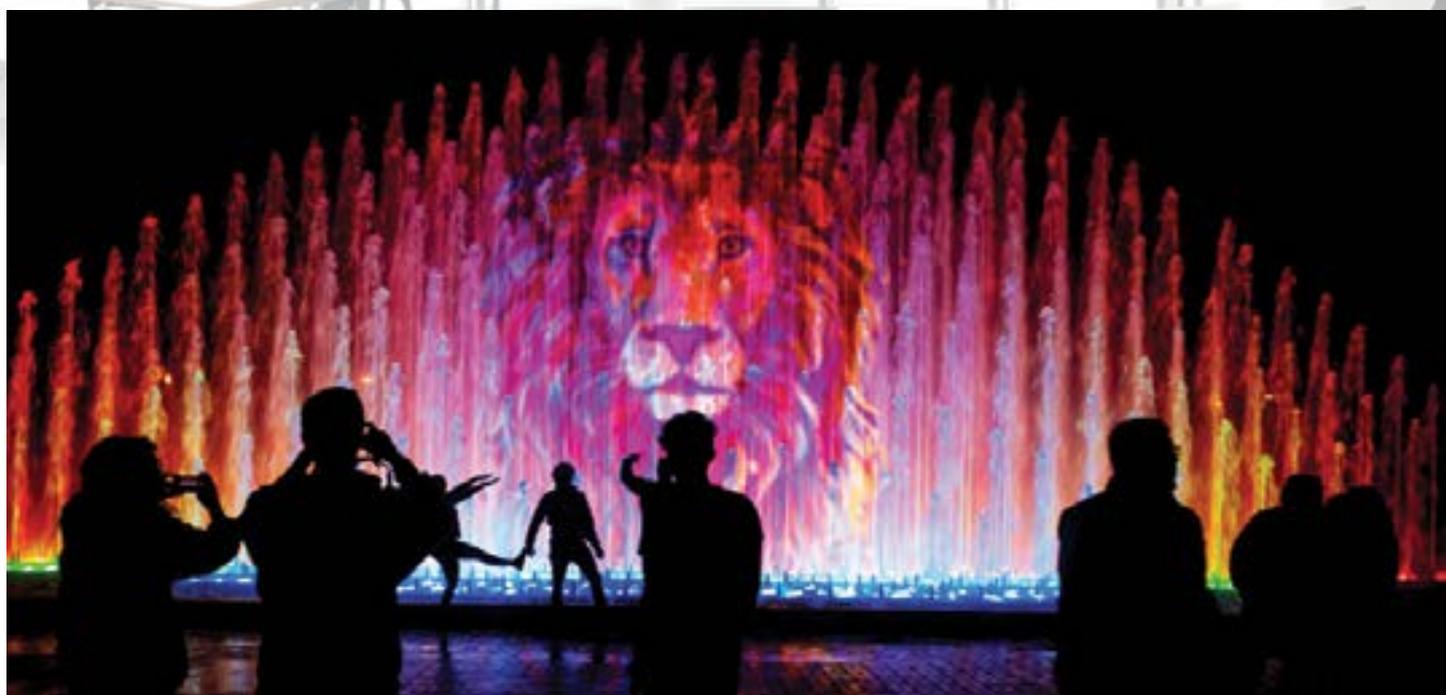


# Understanding the **Dynamic Evolution** of **Projection Technology** with **NEC**



*Humans have always wanted to bring their imagination to life. Introducing 2K / 4K projectors that deliver superior colors' and high resolution has made that possible. The high detail, true color rendition and cinema-like quality video of projectors are being leveraged by Artists, museums, schools and businesses alike to educate, attract and engage customers or to uplift and inspire people in new and innovative ways. Putting it in simple words, Projection technology is paving the way for new possibilities.*

**L**ifesize experimental art - Technologies like Projection mapping using projectors and specially designed software to display images, animations and video onto any surfaces is being used to bring communities together. This showcasing of images and video onto any surface has become an increasingly popular enhancement

and even a main attraction at concerts, sporting events, art installations, advertising initiatives and countless other creative efforts.

For example, at the start of the pandemic, LuminArtz worked with local artists to create safe, socially-distanced art exhibits, including "Light Up The Night" by video artist Pamela Hersch.

The installation was projected on the exterior of the Wenham Museum near Boston, MA, with Sharp NEC Display Solutions PA1004UL laser projectors.

Fabricating immersive magical experiences - Projection technologies, when used to their fullest extent, can also enhance engagement and become a highly customizable and artistic tool

that offers the user versatility and flexibility, creating immersive interactions and magical moments that would be impossible for other digital technologies to develop.

For example, a 2018 projection mapping project in Chicago blended history, nature and technology into an audiovisual narrative that celebrated



Figure 1 NEC NC1202L



Figure 2 NEC NC1402L



Illinois history. Rooted in Greatness projected videos of the faces of prominent people onto trees at McCormick Square, and audio provided a brief biography of each person. The movement of the leaves provided a unique surface for the images. A Canadian team projection-mapped beautiful visuals onto the exterior of Barcelona's renowned Sagrada Familia cathedral, and even a

to miss. Messages and visual cues are the viewer's feet which is engagingly easy to follow.

### NEC Professional Projectors – NEC PA Series

NEC's unique filter free LCD technology means there is no need to change filters or replace bulbs. In addition to this reliability, the PA804UL and the



space shuttle has been used as a canvas for creative presentations.

Projecting on vertical surfaces and beyond – The talk till now has been for projections limited to vertical surfaces, but with newer technologies involving ultrashort throw lens, improved laser projections projectors can deliver maximum image size, resolution and colour depths even in tight spaces like hallways, ceilings and floors.

The directions and information provided by the floor projection are particularly effective because they are hard

PA1004UL bring extraordinary picture quality with resplendent long-term LCD colour performance. Their high brightness, sharp WUXGA resolution and vivid colour saturation mean they display content clearly even in bright spaces. The carefully calibrated white ranges make colours stand out while the whites look stunning.

Like all NEC products, the new projectors excel in the technical details. Their sealed light engines protect them from dust or external contaminants for

enduring picture performance, as nothing accumulates on the LCD panels. The engine itself runs so quietly that it's easy to forget that it's on. Crucially for existing PA projector customers, the transition to the new line of products is made easier by their compatibility with mechanical PA lenses. Is being used by customers across verticals like BFSI, Retail and Enterprises etc. for Auditorium, Training Room, Lobby, and large Conference Rooms etc.

"With high hopes of theatres continuing to bounce back in 2022, the modularity of this projection technology plays a large role in accessibility and is another avenue for theatre owners and operators to protect their investment."

### NEC Digital Cinema Projectors – ML Series

The ML Projector Series uses a flexible, modular design that enables cinemas to choose the appropriate 2K or 4K projector head combined with a laser module based on the requirements needed for the size and type of screen.

#### Features included:

- Modular Light Source – customizable light output with interchangeable light modules at 24,500lm, 20,000lm and 18,000lm for different brightness demands.
- Protect your investment – save on new lenses by reutilizing the NEC NC2000 Series lens family.
- Virtually zero maintenance – no lamp and no filter replacement costs, no maintenance personnel

costs and no lamp stock due to the innovative Laser Light engine.

- Lower TCO – highest reliability, maintenance-free operation, low power consumption and up to 50,000 hours life; the laser light source results in a significantly lower total cost of ownership.
- Sealed optical engine – minimizes dust ingress, consistent performance is assured and no special maintenance is required.

NEC NC1843ML 4K laser projector is the newest addition to the company's digital cinema projection series. The NC1843ML is an ideal projection solution for theatres with small and medium screens, and is also suitable for museum, house of worship, and art exhibit applications.

The reliable new cinema projection solution with interchangeable laser light sources in the projector head provides a lifetime of up to 50,000 hours, leading to less maintenance and lower total cost of ownership. In addition to future proofing, the NC1843ML also boasts increased flexibility, as it can be installed on the floor or the ceiling without the need for an exhaust system and features a wide variety of lens options.

The NC1843ML's next generation laser module uses a blue laser light source and produces 18,000 lumens of



Figure 4 NEC NC1843ML

brightness. The use of the blue laser and 4K DC-compliant quality creates a magnificent image bright enough to display on screens from 62-72 feet (roughly 19-22 meters) in DCI color.

"In accordance with the rest of the modular laser projectors in our digital cinema line-up, the NC1843ML provides outstanding performance at a competitive price" said, Krishna Tripathi, Business Head- Display Solutions, NEC Corporation India



Figure 3 NEC PA Series

Contact [Tamshil.Chaudhary@hyve.group](mailto:Tamshil.Chaudhary@hyve.group) to place your product advertorial in PALM AV-ICN Magazine