



World's First 3LCD 25,000 lumens laser projector - Epson EB-L25000U

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Out with the old, in with the new - Transforming events with laser projectors

Why do we flock to spectacular mass events when entertainment has moved into our pockets?

In recent years, the predominant trend has been towards ever smaller and more personal delivery of entertainment and information, on devices like smartphones and tablets.

Very convenient, of course, and many of us would find it hard to live without

our smart devices, but something is seriously lacking. A smartphone is a complete fail when it comes to delivering the heart-thumping excitement and dramatic impact of large-scale events, with their spectacular visual effects and the mass emotion of vast crowds.

Throughout history, people have flocked to massive-scale events at arenas, concert halls, stadiums and outdoor venues. Although so much individual personalised information and entertainment is now available to consumers on the go, there is paradoxically at the same time an even greater demand for the other end of the spectrum. Whether it's a blockbuster movie, a killer product launch or an unforgettable award ceremony, large-scale public events are attracting ever-larger audiences – and those audiences are demanding increasingly engaging and captivating experiences.

The dramatic impact of major public events has traditionally been due in large part to the efforts of teams of designers, carpenters, painters and props managers in producing physical décor and backdrops – all of which involve the additional and unproductive cost of storage. Legacy AV systems would play their role in the set-up, but although existing projectors have been able to project on various surfaces and in large screen sizes, they have been restricted in terms of location and application due to the limited lifespan of the lamp.

Today however, advanced laser projection technology promises to totally transform the event experience, eliminating the need for physical décor and props, while delivering a visual feast of colours and brightness that will mesmerize the audience.

In the same way that technology has transformed how we access information and entertainment on a small-scale personal basis, it is today's laser projection technology that is ensuring major public events meet – or exceed – audience expectations.

The most exciting development is in video projection mapping. Today's generation of laser projectors are a complete game-changer, able to turn any surface - including entire buildings - into a screen. Projections are free of distortion and can include 3D animation and even video. The scale of such projections can be jaw-dropping and hugely exciting for audiences, as they see the architecture of well-known landmarks transformed into dazzling animated canvases.

It is no surprise that Epson, the number-one selling projector brand worldwide, is at the forefront of laser projector technology development.

Epson's new projectors are the first in the world to include inorganic 3LCD panels and a laser light source with an inorganic phosphor wheel. With this and other features, these projectors deliver spectacular image quality, reliability and flexibility.

AV industry experts believe that the future of projection lies in solid-state technology. Laser phosphor projectors are a positive step in that direction. Compared to the current generation of projectors, laser phosphor combines the benefits of solid-state with a much lower cost of ownership, superior picture quality, and minimum maintenance requirement over a lifetime of several years.

Laser phosphor technology and Epson

How do phosphor lasers work? Phosphor wheels turn blue light emitted from a laser light source into yellow light. In the new projectors, the blue light from the laser is separated into two. One part is yellow, and the other part combines again with blue light to make white. Using a dichroic mirror, this white light is separated into the three base colors of red, green and blue. These are then passed through their respective LCD (HTPS) panels, put together and then projected on the screen.

Epson's range of 3LCD laser projectors ensure 20,000 maintenance-free hours of projection. The ability to run continuously without having to worry about lamp life will allow the new projectors to replace existing technologies in several scenarios. These include the home, where people will be able to enjoy TV images on a much larger scale than with traditional LCD TVs, and public locations that currently use LED displays for ads and digital signage.

In an important step, Epson will be launching its EB-L25000U installation laser projector, the world's first 3LCD laser projector with 25,000 lumens of colour brightness and 25,000 lumens of white brightness in Southeast Asia.

The EB-L25000U has a sealed optical engine with laser-light source with an inorganic phosphor wheel in combination with inorganic LCD panels, delivering up to 20,000 hours of virtually maintenance-free operation,

including 24/7 use for applications that require continuous projection.

Ideal for rental and staging, as well as permanent large venue installations, the EB-L25000U projector has advanced features which include a wide array of future-proof 4K-ready powered lenses with lens shift and lens memory, 360-degree installation flexibility, diverse connectivity options, and sealed optical engine design. Leveraging Epson's 4K Enhancement technology, the projector accepts 4K input and enhances a 1080p signal to surpass Full HD image quality.

There is no doubt that laser phosphor technology is the future of projection. The technology features are robust and proven, and the benefits include spectacular visual experiences for consumers and significant cost savings for rental and staging vendors.

EB-L25000U Features:

Exceptional Full HD Widescreen Display – Native WUXGA (1920 x 1200) with 4K

Enhancement technology

4K-Ready Lenses – These future-proof lenses project crisp images and are ready for true

4K applications

4K Enhancement Technology – Revolutionary technology accepts 4K signal and enhances a 1080p signal to output that surpasses Full HD image quality

Solid-State Laser Light Source – Provides virtually maintenance-free operation up to 20,000 hours

Versatile Connectivity – Supports the full range of inputs including HDBaseT,

3G-SDI, and compatible with Crestron RoomView, AMX, Extron XTP, Control4, and Art-Net for easy integration

Web-based Remote Management – Control and monitor projector status via a Web browser

Dust-proof structure – Fully sealed optical engine prevents dust and reduce brightness deterioration

Multi-directional projection – Full 360 degree installation flexibility and can be rotated in any direction without any loss in image brightness.

Outstanding Service and Support – Limited warranty of 20,000 hours of usage or three years, whichever comes first

About Epson

Epson is a global technology leader dedicated to becoming indispensable to society by connecting people, things and information with its original efficient, compact and precision technologies. The company is focused on driving innovations and exceeding customer expectations in inkjet, visual communications, wearables and robotics. Epson is proud of its contributions to realizing a sustainable society and its ongoing efforts to realizing the United Nations' Sustainable Development Goals.

Led by the Japan-based Seiko Epson Corporation, the worldwide Epson Group generates annual sales of more than JPY 1 trillion.

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About Epson Singapore

Since 1982, Epson has developed a strong presence across major markets in Southeast Asia and South Asia. Led by the regional headquarters Epson

Singapore, Epson's business in Southeast Asia spans an extensive network of 11 countries with a comprehensive infrastructure of close to 500 service outlets, 7 Epson solution centres and 7 manufacturing facilities.

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