# WEBINAR

## Projection Technology Transforming the Customer Experience

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# Agenda:

- The Evolution of Display Technology

- A Tour of 'What is" Being Done

- Experiences First, Technology Second

- Our Mission Should We Accept It

"Any sufficiently advanced technology is indistinguishable from magic" – Arthur C. Clarke

## IMMERSIVE

**Immersive** technology attempts to **emulate a physical world** through the means of a **digital** or simulated world.

Atelier Des Lumieres
Paris, France

TEAM LAB
EPSON PRO L
Helsinki

## ENGAGING

New **conceptual framework** to explore the relationship between **humans** and the **world** through **digital art.** One that is richer and more **engaging.**

Storytelling vs. Monologue

A one-sided conversation or a conversation with the audience?

**CAPTIVATING**

A more **engaging** conversation with the **audience.**

TEMPLEHOUSE
EPSON POWERLITE L615U
Miami

# Reinventing
**experiences** without changing anything else.

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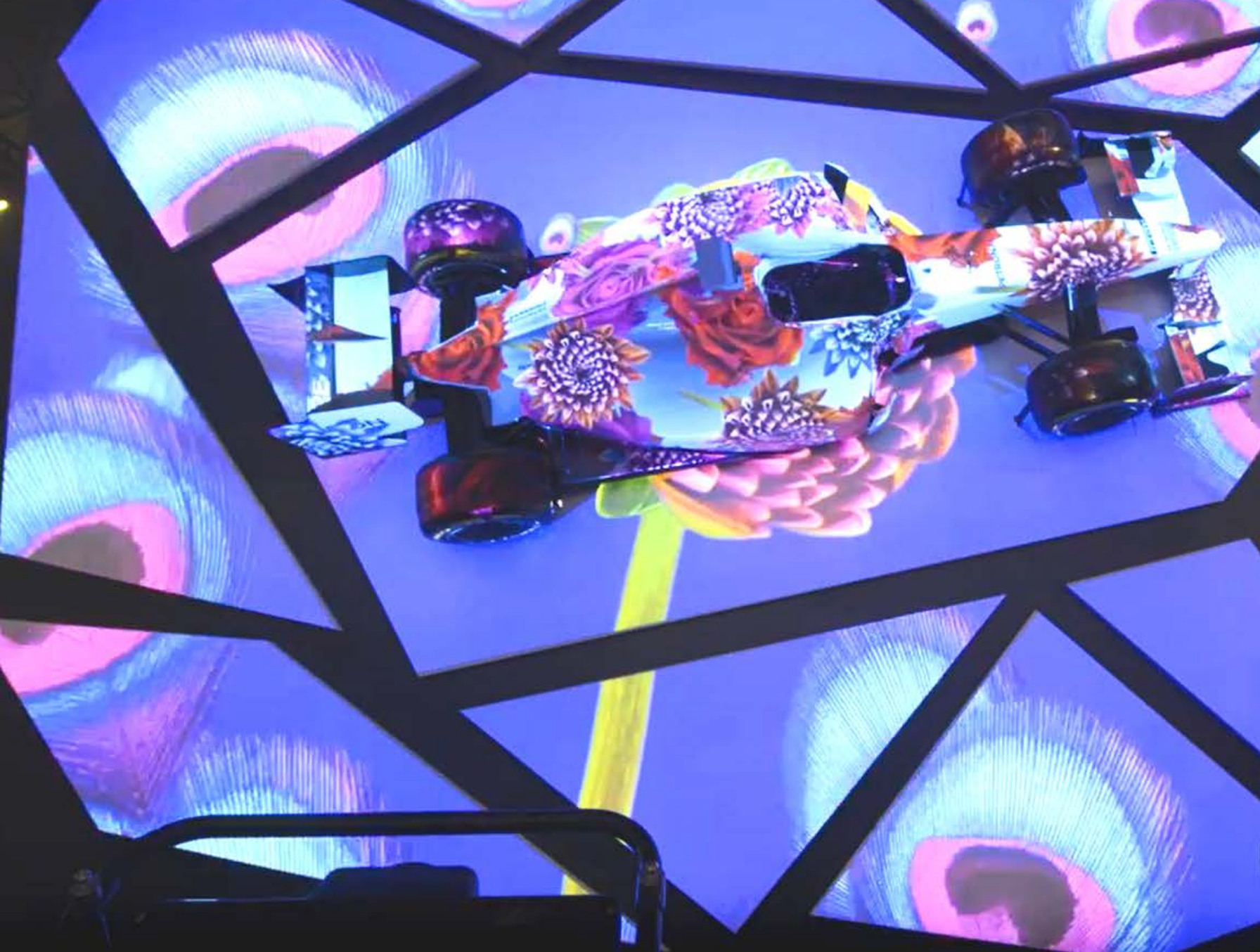
**CONTEXTUAL**

A more **engaging & personalized** conversation with the **audience**.

TEMPLEHOUSE
EPSON PowerLite L615U
Miami

**EPSON**

MORI Building DIGITAL ART MUSEUM
EPSON teamLab★Borderless

**TRANSFORMATIVE**

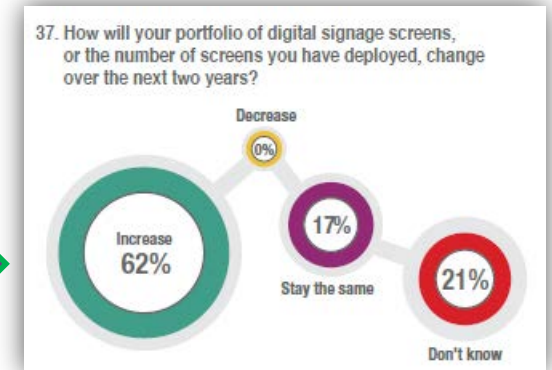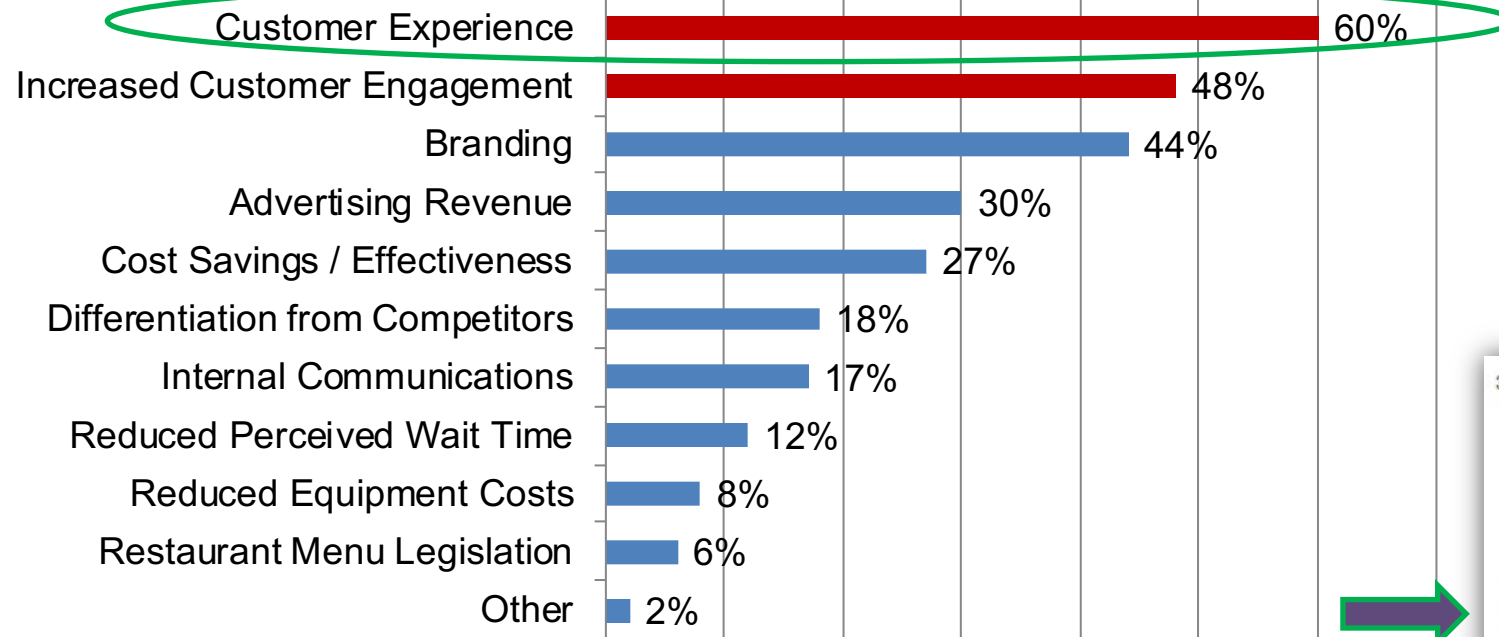**Reinventing experiences** without changing anything else.

EPSON

# LET'S BRING IT HOME
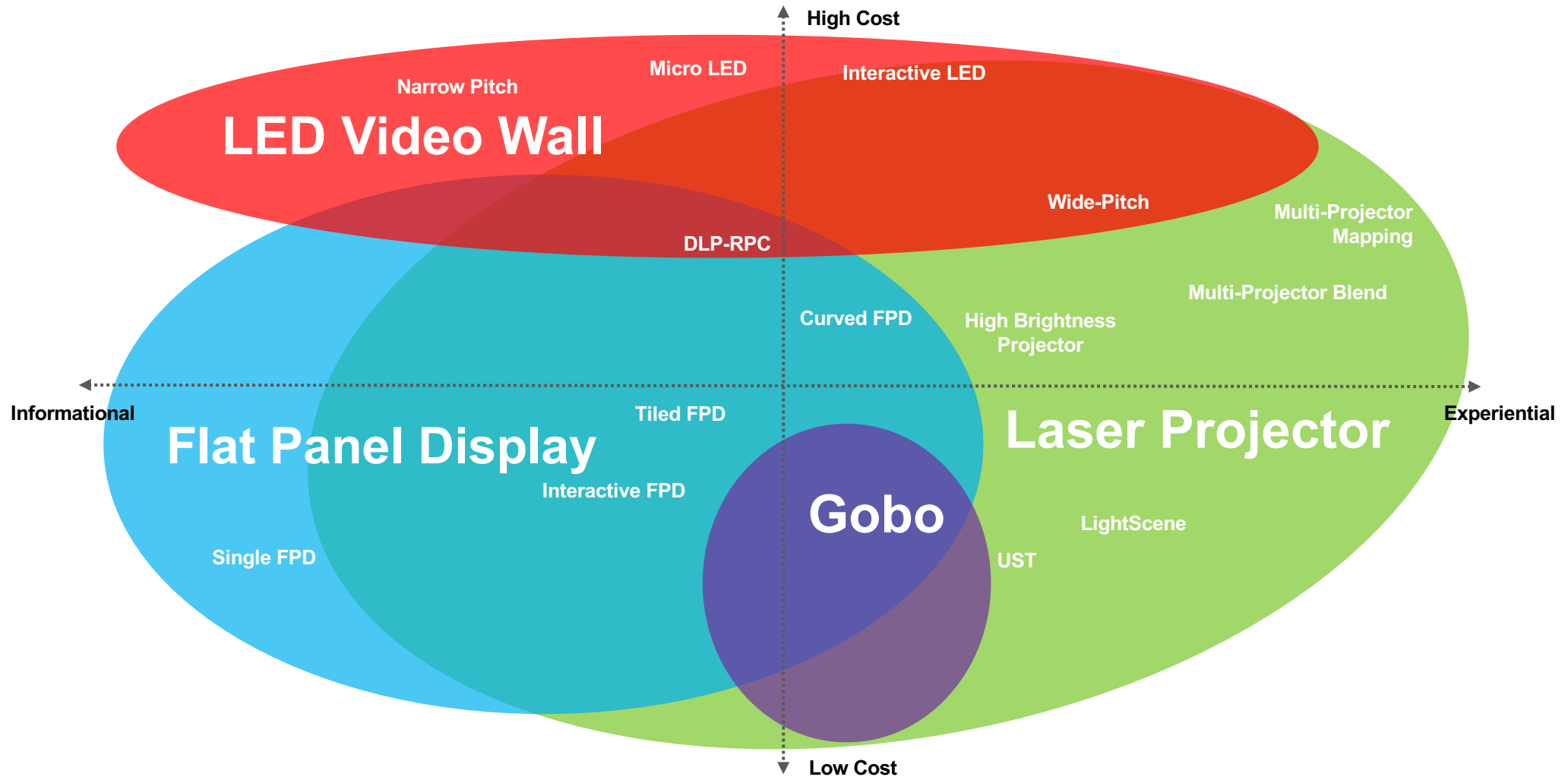
# Why Invest in Digital Signage

**Which will be the primary reason that companies invest in digital signage over the next 2 years?**

### Survey of Digital Signage Solution Providers

| Category | Percentage |
|---|---|
| Customer Experience | 60% |
| Increased Customer Engagement | 48% |
| Branding | 44% |
| Advertising Revenue | 30% |
| Cost Savings / Effectiveness | 27% |
| Differentiation from Competitors | 18% |
| Internal Communications | 17% |
| Reduced Perceived Wait Time | 12% |
| Reduced Equipment Costs | 8% |
| Restaurant Menu Legislation | 6% |
| Other | 2% |

37. How will your portfolio of digital signage screens, or the number of screens you have deployed, change over the next two years?

Decrease 0%

Increase 62%

Stay the same 17%

Don't know 21%

- **Customer Experience is the #1 Driver to Digital signage**

# Digital Signage Landscape



High Cost

Micro LED

Interactive LED

Narrow Pitch

**LED Video Wall**

Wide-Pitch

Multi-Projector Mapping

DLP-RPC

Multi-Projector Blend

Curved FPD

High Brightness Projector

Informational

Experiential

Tiled FPD

**Flat Panel Display**

**Laser Projector**

Interactive FPD

**Gobo**

LightScene

Single FPD

UST

Low Cost

- **Projectors enable experiences unlike any other technology**

# Application Strength by Technology



| Informational | Informational / Experiential | Experiential / Informational |
|---|---|---|
|  |  |  |
| FLAT PANELS | LED | PROJECTORS |
| • Wayfinding<br>• Menus<br>• Traveler Info<br>• Employee Info<br>• Self-Serve kiosks<br>• Basic retail display<br>• Advertising | • Advertising<br>• Branding<br>• Scoreboards<br>• Spatial design<br>• Architecture | • Large Displays Mapping<br>• 3D + Non-planar surfaces<br>• Projection onto Glass<br>• Creative Wayfinding<br>• Visual Merchandising<br>• Projection in small areas<br>• Projection on buildings<br>• Projection on floors |

# APPLICATIONS

# Information

Add A Digital Layer Of Information On Just About Anything

# Experiential Information

Add New Experiences To The Customer Journey

# Branding & Marketing

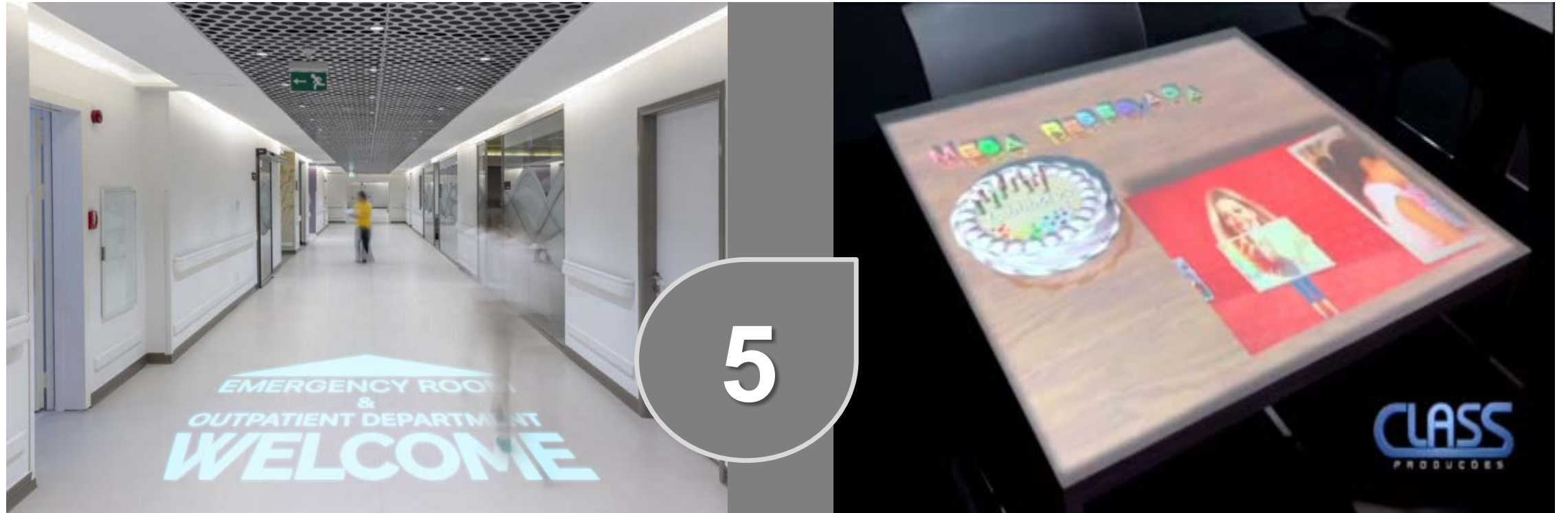Bring Posters, Ads, Pictures, Brands, Products To Life On Any Surface

# Sales, Operational Efficiency

Virtual Inventory, Augmented Fashion Tips

# Service, Individualization

Wayfinding, Special Announcements

# Contextual & Informative

Right Information, Right Time



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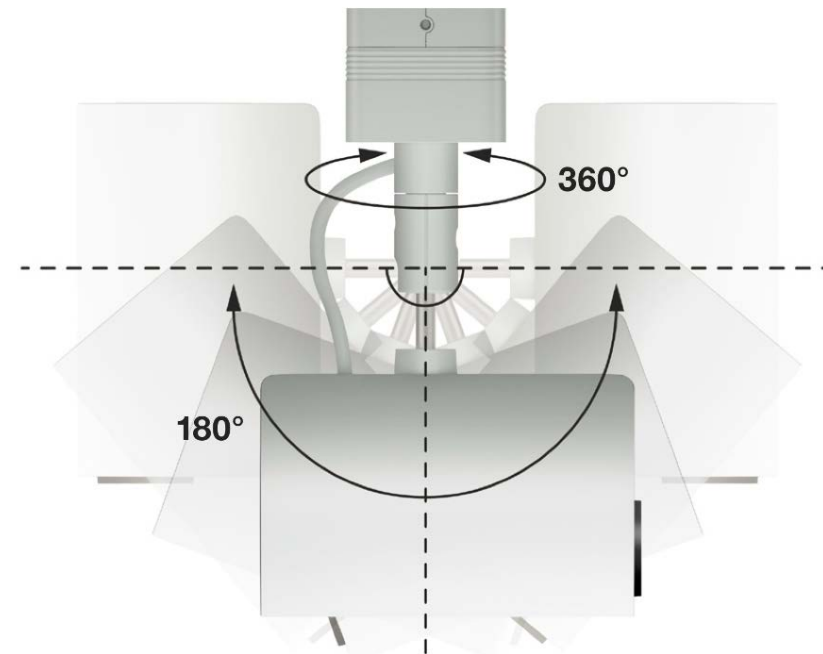# Creative Way Finding

Engage First, Inform Second

# Customer Lobby / Experience Centers

Client Engagement

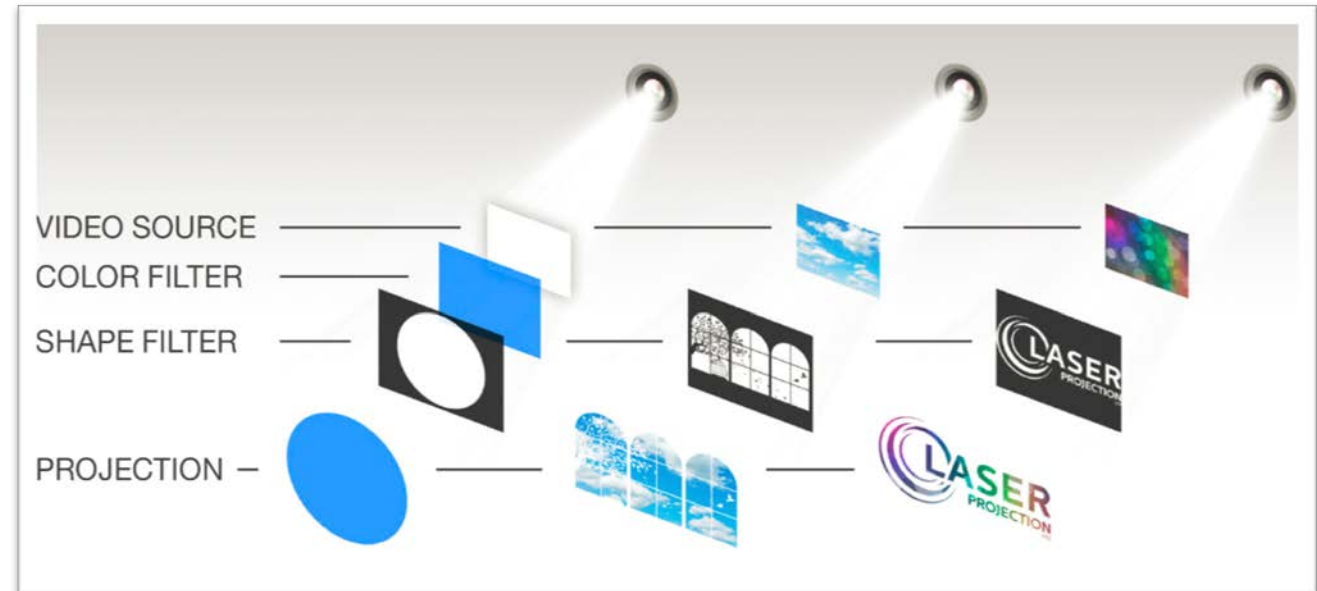# LightScene: A Combination of Lighting and Projection

Flexible Installation

# Content Management Software

- Create playlists

- Add images and videos

- Set overlay effects

- Upload customized effects

- Set playback schedule

- Export to SD card

# Installation Examples

SAKS Jewelry

Kattering Health

OneDome Global

Experience Center

Lobby Directory

# The road ahead



Photo by David Grandmougin on Unsplash



- Analog & digital experiences have begun to merge

- The digital experience not only informs our human experience, is inseparable from it

- Attention span estimated for millennials 12s, to 7s for Gen Z. Engagement is key

- Projection technology is one of the most flexible visual solutions.

- What if…we could unlock nearly any surface with digital content?

# WHY PROJECTORS for DIGITAL SIGNAGE

# Beyond Digital Signage



**Onto Digital Experiences**

www.Epson.com/LightScene
www.Epson.com/DigitalSignage

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# Thank you!