WEBINAR

Projection Technology Transforming the Customer Experience

Cheryl Arment
Epson Education Account Manager
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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 technology attempts to emulate a physical world through the means of a digital or simulated world.
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?
A more engaging conversation with the audience.
Reinventing experiences without changing anything else.
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Reinventing experiences without changing anything else.
A more engaging & personalized conversation with the audience.
A Paradigm Shift in "Reality"
"Augmented, Virtual, Mixed"

PROJECTION MAPPING
OR
SPATIAL AUGMENTED REALITY

MORI Building DIGITAL ART MUSEUM
EPSON teamLab★Borderless
TRANSFORMATIVE

Reinventing experiences without changing anything else.
EXPERIENCES VS. OBJECTS
EXPERIENCES VS. OBJECTS
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

- 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%

• Customer Experience is the #1 Driver to Digital signage

Source: Digital Signage Today: Digital Signage Future Trends Report, 2018
Sample includes: SW providers, Integrator/Installers, DS display mfrs, DS content providers, service companies, AV distributors/resellers, media player providers, Pro A/V, network installers and digital billboard manufacturers
Digital Signage Landscape

- Projectors enable experiences unlike any other technology
# Application Strength by Technology

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

- 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

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

Onto Digital Experiences
Thank you!