

Laser Projectors in Digital Signage



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As the digital space of your market becomes more sophisticated, available projector technology needs to be more sophisticated too.

Why use projection?



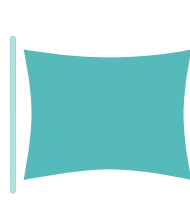
Large Venues

When sizes greater than 90" are needed.



Ambient Light

Better performance in high ambient light areas.



Unique Shapes

Able to handle any size or shape.

Why Laser?

25%

of the overall Digital Signage market is still held by projection.



69%

of the overall projector market is expected to use laser by 2019.

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The new technology of flat panel screens (vs. deep CRT's) fueled growth in the digital signage market, similarly laser projector technology is becoming the optimal solution for the industry.

The Shift to Laser

Lamp-based projectors are not able to keep up with flat panel solutions, but laser projectors solve the crucial problems and play to their strengths.

Lamp-Based Projectors

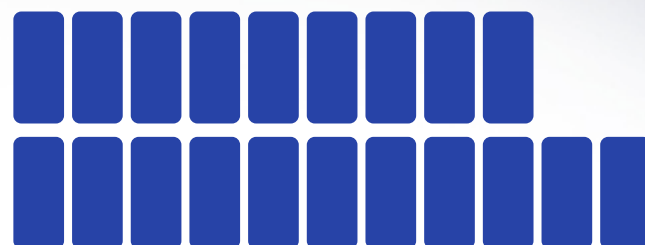
vs

Laser Projectors

3,000 hours
(average per lamp)



20,000 hours



Average

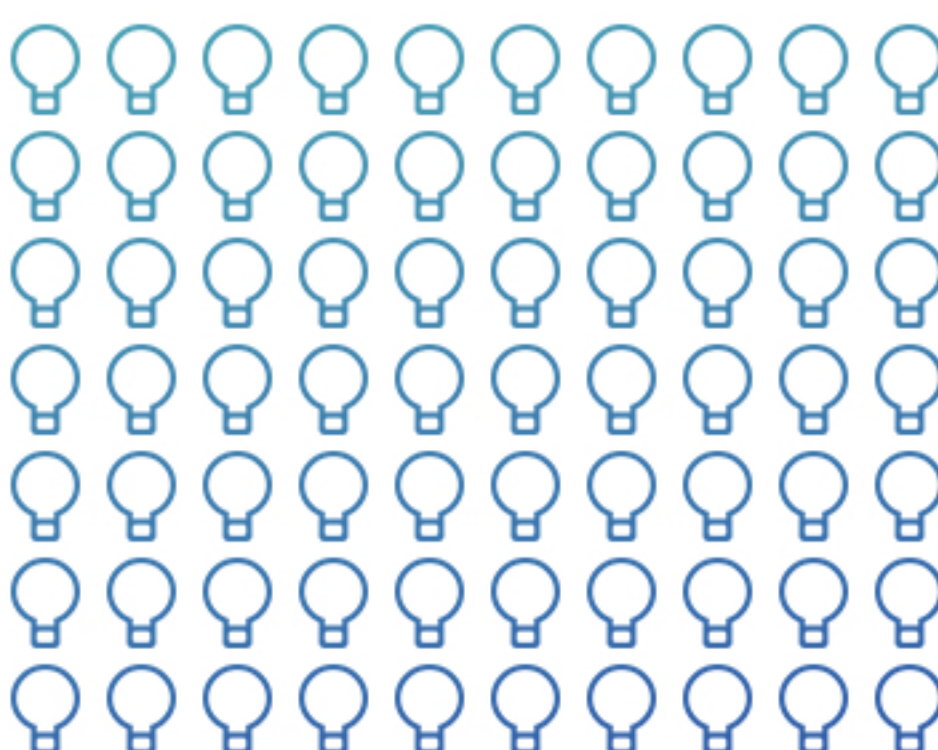


Up to 30,000 lumens



1k Lumens
(Brightness)

Up to 70,000 lumens



Added Benefits of Laser



Lamp-based projectors can take from 30 seconds up to several minutes to warm-up while laser projectors have instant on/off capability, saving valuable time and money.

- 24/7 Operation
- Instant on/off capabilities
- Lower energy consumption
- Maintenance Free

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"[Laser Projectors will] surpass lamp-based projection systems as the primary projection light source in the future."

Richard McPherson, Senior Product Manager, NEC

www.necddisplay.com/laser-projectors

Presented by

