

CASE STUDIES

EAST HOTEL

NEW PROJECTION DIRECTION FOR EAST HOTEL

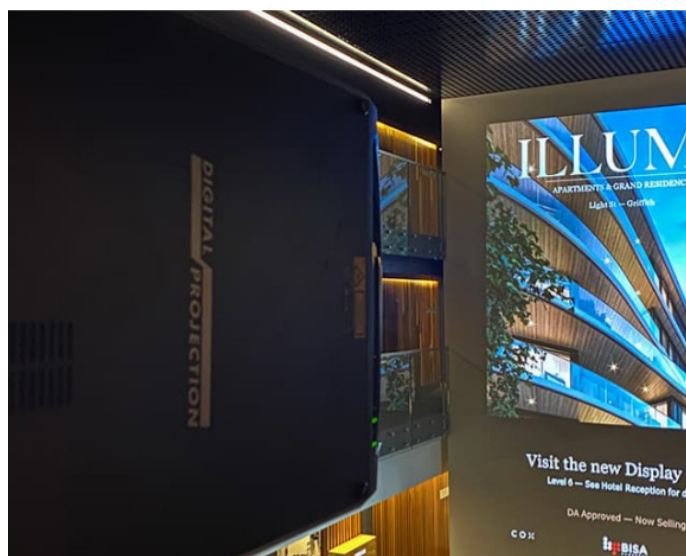
SUMMARY

CANBERRA'S EAST HOTEL INVESTS IN HIGH BRIGHTNESS DIGITAL PROJECTION FOR FOYER SIGNAGE

The East Hotel's arrival in 2012 on the accommodation scene was like a breath of fresh air. Nothing had been left to chance, with every aspect built with purpose and intent.

Hotel owner Dan Bisa, sought advice from Canberra based AV Integrator boss Norman Korte, from Sound Advice Australia on displaying an eye catching display in the foyer. After talking through options, Norman convinced owner Dan Bisa to paint the wall white and invest in projection.

The projection wall instantly became another design feature, displaying digital art and in house promotions. With advances in technology, the then current ProjectionDesign lamp became outdated and it was time again for Dan to re-evaluate the merits of an upgrade and consider the merits of a high brightness laser light source projector from Digital Projection.



M-Vision

The M-Vision Laser 21,000 Lumen was chosen for the upgrade. It is a single CHIP DLP projector which boasts a 21,000 lumen output, a 10,000:1 contrast ratio, and performance that rivals three chip units without the price tag.

The optical system, from the laser light source up to the lens is completely sealed and can be considered IP60 rated. This ensures that light output and colour performance will not be degraded due to ingress of dust. Additionally, the projector is completely filterless as the system is liquid cooled and uses a radiator heat exchanger, minimising maintenance as no replacement or cleaning of filters is necessary and allows unrestricted airflow.

The Digital Projection Unit sits on the hotel's network with a Mac Mini acting as a media player. Content cycles and varies from cutting edge digital art through to marketing and promotional material. From all reports, the projector upgrade has already paid for itself.

Sound Advice Australia <http://soundadvice.com.au/>
 Amber Technology (Digital Projection); ambertech.com.au
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