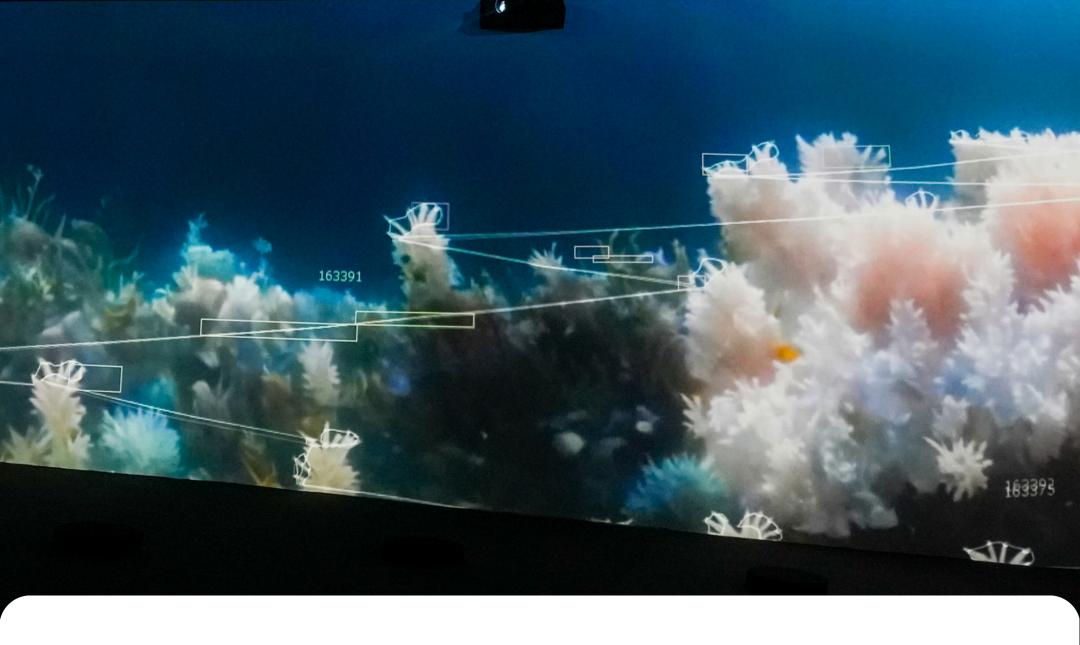


Immersive & Simulation Projection Services

EXHIBITION

Combine technology and storytelling to turn your vision into reality



Convey the breathtaking splendour of your content with **high-resolution**, **true-to-life** visuals that capture spectators' attention and immerse them in the experience.

Immersive projection is widely used in museums, planetariums, and experience centres, which require image clarity, colour accuracy, and consistency to invite audiences to step into the creators' storytelling.

Key Features



Low Latency



High resolution



Colour accuracy



White balance adjustment in factory



Wide lens shift

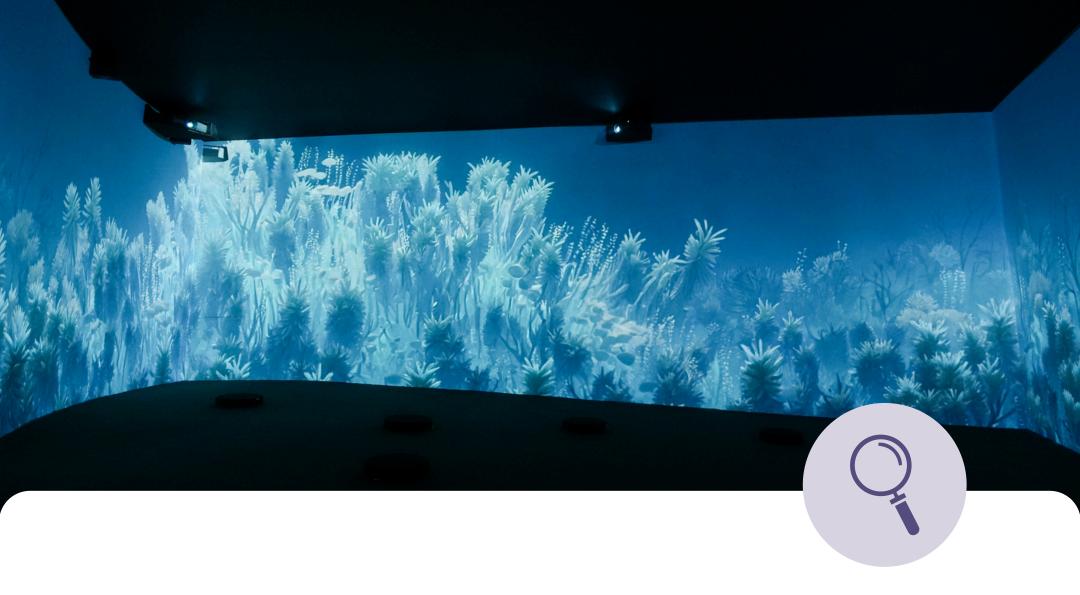


Application

Immersive exhibition of an optical illusion history

The museum wanted to modernise their exhibits through the **immersive projection** of an optical illusion history.

They incorporated BenQ projectors for their short-throw lens, easy installation, and consistent, true-to-life imagery.



The Challenge

To showcase how visual trickery has fascinated audiences, the museum wanted to create an **awe-inspiring exhibition** that would take visitors to the world of optical illusions.

The exhibition **needed a highly immersive environment** where projections and mirrors worked together to create the effect of an infinite space.



The Solution

To realise their vision, they knew they needed a projector with features such as **flexibility**, **image brightness**, **precision**, **and consistency**.

Based on professional recommendations, they chose **BenQ BR9708** laser projector with short-throw optional lens, which provided the required features to bring the initial idea to life.



The Result

Thanks to BenQ's multi-projector setup, its factory-calibrated WRGBCMY colour accuracy and ultra-wide 100% DCI-P3 colour gamut ensure colour consistency and reduce colour differences among all projectors, faithfully reproducing images as the artist intended. Visitors to the exhibition could step inside a mesmerising, kaleidoscopic space with optical illusions created by reflections and projections.

The immersive design made it possible for visitors to explore historical and contemporary illusions, blurring the line between reality and perception.

Recommended products

	DD0700	LUCCOCTO	LVOEACT	11102567	LUCOFUCT
	BR9708	LU960ST2	LK954ST	LU935ST	LU895UST
Brightness (ANSI Lumens)	2600	5200	5100	5500	5000
Throw Ratio	0.5 ~ 1.6*	0.5	0.81 ~ 0.89	0.81 ~ 0.89	0.25
Native Resolution	4K UHD (3840 x 2160)	WUXGA (1920 x 1200)	4K UHD (3840 x 2160)	WUXGA (1920 x 1200)	WUXGA (1920 x 1200)
HDMI 2.0	(HDMI 2.1)	©	⊘	⊘	⊘
DisplayPort 1.2	×	⊘	⊘	×	×
Fast Mode	13 / 17.9 ms (1080p@120/ 60Hz), 17.9ms (4K/60Hz)	8.33 ms (@WUXGA/ 120Hz)	16.7 ms (@4K 60Hz); 4.2 ms (@1080p/ 240Hz)	17 ms (@WUXGA/ 60Hz)	16.7 ms (@WUXGA/ 60Hz)
Lens Shift	Vertical: ± 50%, Horizontal: ± 15%*	V: ± 55% H: ± 23%	V: ± 60% H: ± 23%	V: ± 60% H: ± 23%	8
BenQ WBA Technology	⊘		⊘	⊘	⊘
Blending Ready**	⊘	⊘	⊘	×	⊘
Product Weight	10.5 kg	12 kg	7 kg	7 kg	4.5 kg

^{* 3} lens options available.

^{**} Blending Ready: Preset configuration. Automatic edge blending software not included.

Additional software or hardware solutions are required to complete edge blending.

Get in Touch with Our Simulation Experts



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We offer a full tailor-made consultation service including projection planning, 3D modelling of your space, and aftersales support.

Get a free consultation today:

www.benq.eu/en-eu/business/projector/simulation-projectors.html