

A SPECIAL EPSON PROMOTION



Epson Projection Experience

MARCUS BELL INSTALLS THE TW1000

Marcus Bell M.Photog, one of the world's leading wedding and portrait photographers, explains why he installed Epson's latest EMP-TW1000 3LCD projector into his Brisbane studio – and how it has been a huge success for his clients and his sales.

Marcus Bell owns and operates Studio Impressions, a highly popular and successful wedding portrait studio in the heart of Brisbane. He and his staff have recently installed Epson's latest EMP TW1000 digital projector which is used to show clients their images.

"We find a multi-media presentation in a theatre environment works fantastically well for a number of reasons", Marcus explained.

"Combining powerful music with the right sort of imagery creates a highly emotional experience for our clients. It goes way past the mere sight of a print or a proof sheet because it can touch all five senses.

"In addition to a multi-media presentation which combines sight and sound, we tempt their smell with aromatherapy oils, their taste with fine Belgium chocolate and their touch with comfortable lounges. Our aim is for our clients to connect with our photography through an experience they will never forget.

"Certainly our style of photography lends itself to this type of presentation because our images are already appealing to their emotional side. And, on a more practical level, we're running Peter Howlett's ProSelect software which makes it easy to show a multi-media presentation and then to flick through the images, sorting and categorizing them for a wedding album or family portrait order.

"And with the Epson TW1000 and ProSelect combination, I can project my photographs to



Marcus Bell

the actual size my clients want to buy, allowing them to relate to sample prints on the wall but showing them photos of their own."

Marcus has tried various ways of presenting his photos to clients, including paper proofs, projectors and LCD monitors. With earlier projectors, he found that clients would get out of the lounge and walk over to him so they could see a more detailed rendition on his computer

monitor screen, so he tried larger LCD screens which showed a more detailed image. However, this changed the dynamic of the multi-media process and his clients were no longer able to sit in a cosy lounge chair. Rather they were seated more formally at a desk or a bench, but this wasn't as comfortable or as conducive to creating a memorable experience.

"The Epson TW1000 has changed all that because of its unbelievable quality", enthused Marcus. "Clients no longer have to get off the lounge to view my computer monitor because the projected image is so sharp and clear. You really have to see it to realize just how good

your photos can look when projected with the TW1000.

"And the colour accuracy is second to none. There are three levels of colour adjustment in the TW1000 and we've had our set-up colour profiled so the colour really is phenomenal. We have the sharpness, the colour and the detail found in an LCD screen, but it's larger and projected on the wall. The TW1000 is definitely a big selling point for our studio."

What Makes A Good Digital Projector?

At the core of every projector is its brightness, its contrast ratio and its output resolution (how many pixels are projected).

Brightness is needed to ensure you can see the projected image clearly. You need more brightness in a larger venue because the light has to travel further, but you also need more light in venues that are not completely dark because the projected image is competing with the ambient lighting.

Sufficient brightness with Epson projectors is not an issue because they use a three panel LCD system (3LCD) and have a specially developed E-TORL (Epson Twin Optimised Reflection Lamp) projection lamp. Unlike other projection systems, Epson's 3LCD has no moving parts in the optics and projects a full colour image with smooth motion and no colour break-up.

An output of 1200 ANSI lumens is considered ample for lounge rooms at home and photography studios, like the projection room at Marcus Bell's Studio Impressions (see photo opposite). Larger conference rooms and classrooms with some ambient lighting require a little more (2000 ANSI lumens) while over 3000 ANSI lumens is needed for larger venues.

All of Epson's projectors are well endowed in terms of brightness, but this is just part of a great picture. Equally important is a good contrast ratio – the difference between black and white in the projected image. Also, the larger the contrast ratio, the better your image will look in terms of accurate, saturated colour detail.

Projectors are generally offered two ways: high brightness (say 2200 to 2700 lumens) with a medium contrast ratio (say 400:1); and a high contrast ratio (up to 12,000:1) with medium brightness (maybe 1200 lumens). It's a balancing act.

A large contrast ratio is most useful in a completely darkened room, so home lounge rooms at night and studio rooms that can be blacked out can take best advantage of these projectors. However, not all of us can (or want to) work in a completely dark environment, in



The EMP-TW1000 has a wonderful sliding lens stage that allows you to position the image anywhere on a wall.

which case the deep blacks and rich colours are difficult to achieve (because of the ambient light in the room affecting the projected image), and so a large contrast ratio can be somewhat wasted. For this reason, Epson's 17-series and 18-series projectors have a lower contrast ratio but high brightness so they can produce a brilliant image even in a partially lit room, whereas the home theatre projectors which are designed to operate in complete darkness boast a very high contrast ratio, but need less brightness (as too much brightness can be as bad as not having enough).

And More Resolution

And finally, image quality is also determined by how many pixels you project. As with digital cameras, more pixels are better, reproducing finer detail and sharper, clearer images. Epson's projectors range from the industry standard XGA (1024x768) pixels right up to the new 1080p standard with 1080 vertical pixels.

As Marcus discovered, this latest projection standard looks more like a printed photograph than a projected image. Even better, the new 1080p standard includes 10-bit colour processing and over a billion colours for exceptionally smooth gradations and clarity. If you thought that digital projectors weren't up to it, think again because the latest Epson EMP-TW1000 re-writes everything we've ever thought about digital projection.

Which Epson Model?

According to Marcus Bell, there is only one projector that photographers like him should consider for displaying their work: Epson's EMP-TW1000.

This latest 1080p standard projector has an ultra high contrast image of 12000:1, a bright 1200 lumen image and, of course, an incredible wide-screen 1920x1080 pixel resolution. You will be amazed at the quality.

For more information and projector specifications, visit www.epson.com.au, contact Kayell or your local Epson projector dealer.



EMP-1715 Projector

Brightness: 2700 ANSI lumens
 Contrast: 400:1
 Display: XGA (1024x768 pixels)
 Weight: 1.7 kg
 Features: Remote controls, automatic keystone correction, USB connectivity, light weight, PC Free, Wireless.



EMP-1815 Projector

Brightness: 3500 ANSI lumens
 Contrast: 400:1
 Display: XGA (1024x768 pixels)
 Weight: 2.9 kg
 Features: Remote controls, automatic keystone correction, USB connectivity, PC Free, Wireless.



EMP-TW1000 Projector

Brightness: 1200 ANSI lumens
 Contrast: 12000:1
 Display: 1080p (1920x1080 pixels)
 Weight: 5.6kg (tbc)
 Features: Remote controls, lens shift, state-of-the-art image quality, ideal for photographers.



EPSON

EXCEED YOUR VISION



**HD-1080p
Resolution!**
(1920x1080)

“The presentation of your photographs is the deciding factor whether you are showing a body of work, your portfolio or making a final presentation. Don’t take the risk of showing a great photograph on an inferior projector, your photographs deserve better - and so do you!”

EPSON EMP-TW1000

- ✓ HDMI 1.3
- ✓ 12000:1 Contrast Ratio
- ✓ High Definition 3LCD Crystal Clear Fine panel capable of 1920 x 1080 resolution
- ✓ New lens with 2.1x Wide zoom range
- ✓ Full 10Bit colour processing – capable of reproducing 1.07 Billion colours
- ✓ Vertical / Horizontal Lens Shift for installation flexibility
- ✓ Progressive scan for smooth image reproduction
- ✓ E-TORL Lamp for minimal light diffraction and the elimination of light leakage
- ✓ 6 Colour modes for perfect colour and variable brightness to fit the image
- ✓ Advanced colour adjustment functions - Allows the user to adjust the Six-Axis Colour Adjustment and the Customised Gamma Adjustment to achieve the highest colour accuracy based on their environment and needs.



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