

# POWERHOUSE

The Atmospheric Memory installation at the Powerhouse Museum was a way for visitors to interact with artworks in an immersive environment filled with light, sound and colossal projections provided by a large fleet of Epson projectors.

## The Challenge

“Atmospheric Memory required the use of 23 projectors with a significant minimum lumens requirement for a travelling exhibition. I considered a number of models and brands comparing all specs and variables and this led me very clearly to choose and purchase a range from Epson.” - Powerhouse Museum’s media technologies manager, Owen Conlan.,

“*When we completed our assessment of all available options, we purchased multiple Epson EB-PU2220B projectors with ELPLU03S lenses.*”



This exhilarating show featured historical artifacts mixed with cutting-edge technologies from AI, robotics, endoscopy and fluid-dynamics to nanotechnology, mapping and 3D-printing. In Atmospheric Memory you could touch the world's first 3D-printed speech bubble, see your voice travel in a ripple tank, walk through clouds of text written in mid-air, hear 3,000 speakers each with its own field recording and interact with virtual environments in a colossal 360-degree projection chamber.



Atmospheric Memory at the Powerhouse Museum was powered by 23 Epson projectors

## Devices

- Epson EB-PU2220B projectors
- Epson ELPLU03S lenses

## Applications

- Large-scale edge-blended immersive projection



Epson EB-PU2220B laser projector



Epson ELPLU03S short throw lens

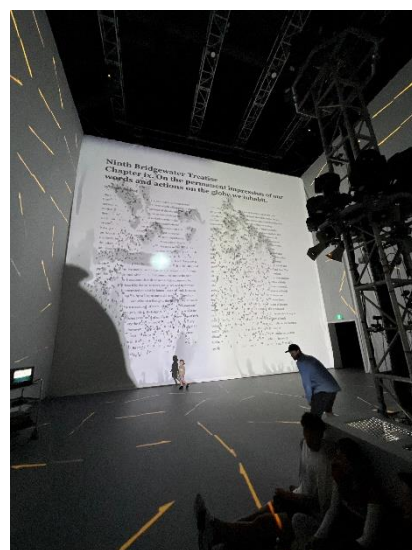
## The Solution, The Benefits

The EB-PU2220B has a compact footprint, is lightweight for its category and can be installed in any orientation. In selecting this model, the installation's designers were delighted with the final result, being particularly impressed by the compact size of the projector and the fact that they were able to achieve a much brighter image compared to previous models that they had used. They were delighted with the range of functionality of the projector and its image adjustment and blending capabilities.

## The Return on Investment

As you would expect from the Powerhouse Museum, an organisation with an excellent reputation for quality and creativity, Owen Conlan and his team not only spent a good deal of time finding the projectors that would work for the current application, but critically would also form the cornerstone of further large and impressive installations in the future.

*“We really did research every possible and available projector on the market and in truth, nothing came close to the bright, clear and sharp images that the EB-PU2220B projectors produce.”*



Immersive large-scale projections

Epson Australia offers an extensive array of award-winning image capture and image output products for the commercial, industrial, consumer, business, photography and graphic arts markets, and is also a leading supplier of value-added point-of-sale (POS) solutions for the retail market. Epson is the market leader in Australia, New Zealand and worldwide in sales of projectors for the home, office and education. Established in 1983 Epson Australia is headquartered in Macquarie Park NSW and is a subsidiary of the Epson Group headquartered in Japan.

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