

The Australian Centre for Photography: Teaching excellence in photography with Epson projectors

EPSON

EXCEED YOUR VISION

case study



The Australian Centre for Photography

The Australian Centre for Photography is recognised as Australia's leading arts centre for photography exhibition, publication and education.

Challenges

- Provide tutors and students with projectors that would provide high levels of colour accuracy
- Ensure projection capabilities could be delivered under a variety of lighting conditions

Solution

Epson EH-TW3000 projectors

Benefits

- The ability to display subtleties of correct colour usage in photography
- Projector portability for the ACP tutors providing off-site classes
- Dynamic high resolution photography displays at exhibitions



australian centre for photography

“We have extremely high expectations of the technology we use at the ACP. And the Epson EH-TW3000s are the projectors that meet those expectations.”

Andrew Voogel
Workshop Manager
Australian Centre for Photography

Since the Australian Centre for Photography (ACP) was established in 1973, it has earned the reputation for being Australia's leading arts centre for the exhibition and publication of, and education in, photo-based practice. Conducting over 50 courses each term, the ACP provides students with skills in many areas of photography; and playing a significant role in the process are Epson EH-TW3000 projectors.

Colour accuracy, colour reproduction and resolution

In 2008, there was a growing need within the ACP for a high performance digital projector that could be used just as readily in a classroom environment as it could in an exhibition gallery. According to the Centre's Workshop Manager, Andrew Voogel, the real challenges in identifying a projector that provide a best fit for the ACP are colour accuracy, colour reproduction and resolution.

“Whether the projector is being used in a classroom or gallery,” Andrew says, “when it comes to teaching about or exhibiting photography, those three criterion are absolutely crucial. In addition, there's also the need for the projector to be able to be used in a variety of lighting conditions.”

Within months of the decision being made to bring in new projectors, the Epson EH-TW3000 had been selected as the best possible projector to meet current needs as well as those that would arise in the future from new trends in photography.

“The industry is constantly changing and it's our goal to ensure the courses we offer keep pace with that change,” Andrew explains. “And we see the EH-TW3000 as the ideal projector to assist our tutors and students along every step of the way.”

Meeting the demands of the purists

With full 10-bit colour processing and a colour reproduction range of over one billion colours, the ACP's Epson EH-TW3000 projectors are used extensively by tutors to display the incredible subtleties of correct colour usage in photography.

By taking full advantage of the projectors' colour capabilities, tutors are able to project side-by-side images and point out minute colour hue and tonal differences. As a result, the students gain a far greater understanding of what will be required of them in producing professional photography.

That is particularly important with regard to the increasing prevalence of digital photography and the powerful editing software being used in the production workflow. As photographers gain more freedom in manipulating RAW image data, the need for greater attention to detail is of paramount importance.

EPSON

EXCEED YOUR VISION

Epson Australia
Tel: 1300 361 054

Visit our Web site
www.epson.com.au

Head Office
Sydney
3 Talavera Road
North Ryde NSW 2113
Tel: (02) 8899 3666

ABN 91 002 625 783

Andrew comments: "One of the reasons we use projectors in classes is to ensure every student gains a clear understanding of what the tutor is presenting. It isn't enough simply to discuss colour differences and the impact they have on a photograph. The tutors need to show those differences; and with the colour capabilities of the Epson projectors, they're able to do just that and better use the software tools at their disposal.

"It's also worth bearing in mind," Andrew continues, "that the tutors here are very experienced and highly qualified in their fields. In most cases, they're purists! And it's a sure bet that if the projectors weren't up to the standards expected from the tutors, they wouldn't be used."

Crystal clarity

Adding further to the eminent suitability of the EH-TW3000 at the ACP is the projector's high resolution, which along with the colour reproduction and accuracy, provides photographic projections of even greater quality. With the ability to display at resolutions up to 1080P HD, the projectors have become a mainstay of the ACP's regular exhibitions.

Ceiling mounted and connected to the ACP's network, one of the ACP's five EH-TW3000s is used to loop through the projection of series of high quality photographs to complement those that are mounted and on display.

Importantly, regardless of whether an exhibited photo is presented as a projection or print, quality and detail are critical factors. After all, an exhibition of the ACP's student works is just as much a reflection on the Centre as it is on the students. "The Epson projectors are about as close as you can get to the real thing with current projector technologies," Andrew states.

Total reliability on-site and on the move

In an education environment such as the ACP, technology must be reliable and be available on-demand. This, according to Andrew, is a major feature in favour of the EH-TW3000s. "Most of the projectors are being used for at least three to four hours every day and don't show any sign of failure," he says. "The tutors and students have come to rely on them heavily, given they've proved their worth in resolution and colour, so in many cases lessons are totally dependent on the projectors.

"The fact that they deliver on quality and, importantly, reliability, ensures our classes can be conducted without interruption."

Even on the road, the ACP's EH-TW3000 are proving themselves.

Commencing in 2009, tutors from the ACP have been conducting classes off site, utilising third-party facilities. Inevitably, an EH-TW3000 projector is taken along with the tutors and used in an environment where lighting may not always be optimal for standard projector use.

Yet with a contrast ratio of up to 18,000:1 and a 200 Watt lamp generating 1,800 lumens colour and white light output, the projector delivers at every level.

"We have extremely high expectations of the technology we use at the ACP," Andrew says. "And the Epson EH-TW3000s are the projectors that meet those expectations."

For more information on Epson
Projectors please call 1300 361 054.

© 2009 Epson Australia Pty Limited. The information contained herein is subject to change without notice. Epson Australia shall not be liable for technical or editorial errors or omissions contained herein.