As the digital space of your market becomes more sophisticated, available projector technology needs to be more sophisticated too.

Presented by

Maintenance Free
Lower energy consumption
Instant on/off capabilities
24/7 Operation
Unique Shapes

Who's using projection?

Why Laser?

The new technology of flat panel screens (vs. deep CRT’s) fueled growth in the digital signage market, similarly laser projector technology (because of the optimal solution for the industry).

Lamp-based projectors are not able to keep up with flat panel solutions, but laser projectors solve the crucial problems and play to their strengths.

The Shift to Laser

Lamp-based projectors can last from 30 seconds up to several hours to warm up while laser projectors have instant on/off capabilities, saving valuable time and money.

"Laser Projectors will surpass lamp-based projection systems as the primary projection light source in the future."

Richard McPherson, Senior Product Manager, NEC

www.nectoday.com/laser-projectors

Added Benefits of Laser

- Large Venues
- Ambient Light
- Unique Shapes

- Lamp-based projectors
- Laser projectors

- 20,000 hours (average per lamp)
- 3,000 hours (average per lamp)
- Up to 70,000 lumens
- Up to 30,000 lumens
- 3,000 hours (average per lamp)
- 600 hours
- 26,000 hours
- $0

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Why use projection?

- Large Venues
- Ambient Light
- Unique Shapes

25% of the overall Digital Signage market is still based on projection, while 69% of the overall projector market is expected to use laser by 2019.