



# ENGAGE

The word 'ENGAGE' is rendered in large, bold, sans-serif capital letters. Each letter is filled with a different vibrant image: 'E' shows a red sports car; 'N' shows a close-up of a car's headlight; 'G' shows a yellow and black racing helmet; 'A' shows purple and yellow flowers; 'G' shows a green vine with yellow flowers; and 'E' shows a red and white striped awning.

MAKE THE ORDINARY EXTRAORDINARY

**Create** engaging digital experiences that will make your retail space a more memorable destination. Think big — from larger-than-life video walls that draw in the crowd to smaller effects that make a big impression — like dynamic shelf talkers, product callouts, visual merchandising or elements of spatial design. Implement individualized applications, demonstrations and comparisons that will truly captivate customers and drive sales.

**Elevate** your brand and create an inviting space with contextual information projected on nearly any surface.

# AND EXPERIENCE

ENDLESS POSSIBILITIES



GLASS



FLOOR



DISPLAY



OBJECT



# THINK BIG

1

BIG  
SUMMER  
SALE

ALL YOUR  
TRAVEL NEEDS  
AWAIT INSIDE



2

TRANSITOTE  
LUGGAGE AND ACCESSORIES

3

FEATURED DESTINATIONS:  
SPAIN | ITALY | FRANCE

4

COLORS  
AVAILABLE



1

## Marketing and Branding

Grab your customer's attention and bring them into your world with stunning, floor-to-ceiling displays. Transform brick-and-mortar venues into storytelling showrooms by converting virtually any surface — from a glass window to a concrete wall — into a dynamic digital display.

2

## Creative Wayfinding

Take advantage of your floorspace and create everything from dynamic wayfinding signage to exciting interactive displays.

3

## Spatial Design

Create an aspirational environment by transporting customers to another world. Share the places they could go and the things they could do or see by purchasing your product or service.

4

## Visual Merchandising

Delight your audience with dynamic messaging on products and surrounding areas — show them the hidden features and possibilities they never imagined.



# CAPTIVATE



## 1 Product Marketing and Promotion

Activate any surface with relevant information such as colors, sizes or promotions. Dynamically change content, on the fly, without changing anything else – it's all possible with innovative projection technology.

## 2 Operational Efficiency

Enhance the customer experience by sharing relevant information such as available online inventory or the store's operating hours.

## 3 Spatial Design

From highlighting seasonal themes to creating an overall ambiance, projection technology can make a powerful impact, helping to create a mood, bring the outside in, or simply enhance your walls with lighting.

## 4 Visual Merchandising

Unleash the story behind your products. Make the decision-making process easier than ever by showing contextual content that engages customers more deeply.



# DRIVE SALES



## 1 Marketing and Branding

You have a showroom. Now use projection technology to showcase what's inside it. Edge-blend multiple projectors for a life-size video-wall experience.

## 2 Visual Merchandising

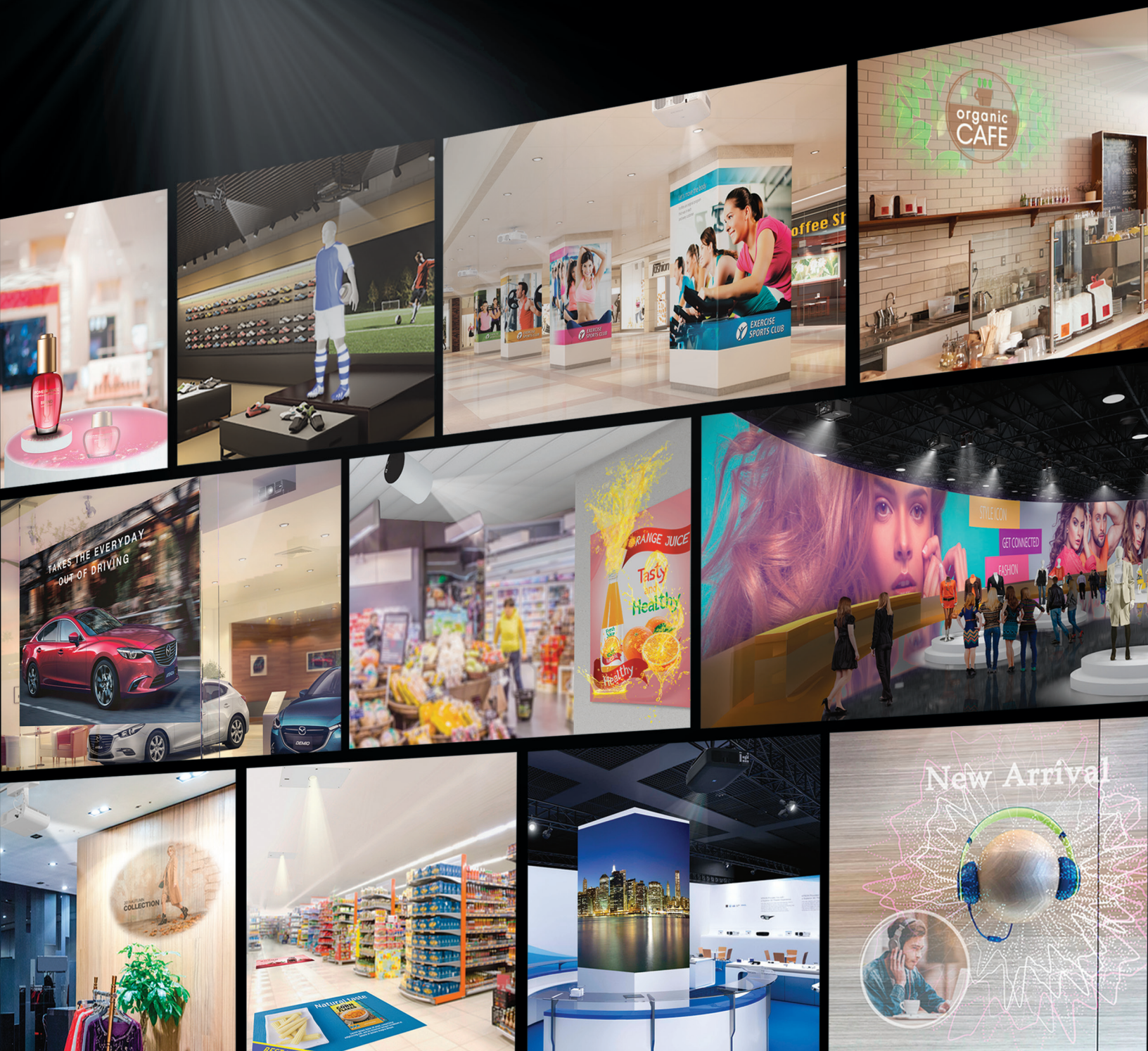
Interactive product call-outs, comparisons, and cross-merchandising are just a few creative ways to reinvent visual merchandising with projection technology.

## 3 Creative Wayfinding

Use your floorspace to guide customers through your store, inform them about wait times or optimize your space to enhance the customer experience.



# ENDLESS POSSIBILITIES



## Why Epson® Projectors?

As a world leader in 3LCD projection technology, Epson continues to drive the future with a full suite of cutting-edge solutions that can be used for experiential digital signage. From large-scale fully immersive digital walls to dynamic shelf displays, we've got the tools to make it happen. With our expansive lineup of products, the possibilities are endless. And, with Epson projectors, you can count on extraordinary image quality, sophisticated software solutions as well as industry-leading service and support.

### Interchangeable Lens Projectors

Packed with state-of-the-art technology, Epson Pro Series projectors are ideal for bright, larger-than-life, wall-to-wall experiences, even in ambient light. They feature sophisticated software that enables easy pixel and color matching, as well as a collection of lenses and special tools for edge blending, curved-wall projection, projection mapping and more.

### Accent Lighting Projectors

Sleek spotlight performers, these accent lighting laser projectors can illuminate virtually any surface or material, while unleashing dynamic, experiential content at the same time. They can affect retail spatial design, yet blend in with premium, upscale environments. Unique software, special filters, and customized templates enable them to display logos, graphics and information in a way that truly captivates.

### Fixed Lens Laser Projectors

These portable powerhouse projectors deliver brilliant video, professional-grade reliability, and amazing value — all in a compact chassis. With a fixed lens and a host of innovative features, they're perfect for implementing affordable dynamic digital imaging.





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## EPSON BUSINESS SOLUTIONS

Epson is a leading provider of innovative technology solutions that help businesses succeed. We partner with you to best meet your specific needs, focusing on:

- Improved productivity
- World-class customer service and support
- Cost-effective, high-quality solutions
- A commitment to the environment

Discover how Epson can help you work toward the future — [www.epson.com/forbusiness](http://www.epson.com/forbusiness)

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