



Photos are simulated images for explanation purposes

# Maha-Lani CP-A100 PROJECTOR CASE STUDY

Japan

## Background to the introduction

Maha-Lani is an aesthetic salon operated by Hawaii Relaxation. It aims to provide mind and body healing through aesthetic treatment and massage, with a Hawaiian theme. For that purpose, music alone was not enough; a more Hawaiian atmosphere had to be created using video. The goal is to create an environment in which customers can relax both mentally and physically as they watch videos while receiving their treatment.

The salon intended to show videos using a projector, but encountered several problems along the way.

The space where the patients receive treatment is not large enough to be used for video with a normal projector, and patients were often lying facedown, so videos had to be projected on the floor instead of on a wall.

Maha-Lani needed a short-throw projector that could display video onto the floor and would not be easily blocked by the shadow of the aesthetician.

Hitachi's CP-A100 Ultra-Short Throw LCD Projector overcomes these difficulties to achieve floor projection.

## Benefits of the introduction

The projection distance of the CP-A100 is a mere 63cm/25 inches (including the projector) onto a large 80-inch screen. Thanks to this short distance, it can project onto the floor if it is installed vertically. So the CP-A100 was placed under the massage table and directed towards the floor. Customers can view the video on the floor, even when they are lying facedown, permitting them to visually enjoy the atmosphere of Hawaii. With this efficient and space-saving installation, images can be projected without disrupting the atmosphere of the room.

Under normal circumstances, the aestheticians would block images projected by an ordinary projector, but the CP-A100 can project from under the massage table, so that even when the aesthetician is standing at the head of the table, the image is almost completely unobstructed. In addition, not only is the picture quality beautiful, it has a very quiet noise level of 29dBA (in Eco mode), which is suitable for a library. Thanks to the CP-A100, Maha-Lani has become a wonderful space for healing.



Ultra-short throw LCD projector CP-A100