



HITACHI PROJECTS THE PERFECT SOLUTION FOR WANZL LTD. **CP-A100 PROJECTOR** **CASE STUDY.** UNITED KINGDOM.

Overview

Leamington Sight and Sound were given the project of setting up a new store concept showroom for Wanzl Ltd. Wanzl Ltd. provide a range of high quality products to the retail industry, and are also the largest manufacturers of stainless steel point of display goods. They provide in-store solutions for some of the largest UK retailers including Sainsbury's and Marks & Spencer.

The challenge

Wanzl required an impressive floor-to-ceiling image in their three showrooms to capture people's attention. A conventional projector would need to be ceiling mounted at a distance away from the screen. This would result in shadows when people walked in front of the beam.



Ultra Short Throw LCD projector CP-A100

After some research, Hitachi's Ultra Short Throw projector (CP-A100) provided the perfect solution for this dilemma. Ian Potter, the Project Manager for Leamington Sight and Sound was delighted by this find, commenting "**these projectors are first-class, they sell themselves**". The projectors were ceiling mounted using specially designed brackets to create a seamless effect, "**you can't even see the bracket**" continues Ian, "**the projector sits flush on the ceiling, without compromising the clean, white décor of the room**".

The solution

The Hitachi CP-A100 achieved a large, shadow-free image from a very short throw distance and is the only projector on the market that could fit this purpose. Additionally, the showroom is designed to have a flawless, white colour scheme, CP-A100 fits perfectly into this picture. This resulted in an aesthetically pleasing and functional application.

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