

Case Study: Dynamic Earth

Dynamic Earth opts for lamp-free projection with their show stopping underwater attraction.

Edinburgh based visitor attraction, Dynamic Earth, has recently equipped one of its most popular installations, with five of Casio's lamp-free Ultra Short Throw projectors.

The award winning centre was the UK's first Millennium commission funded project to open to the public and features a variety of interactive displays which showcase the lifetime of the planet. Casio's Ultra Short Throw projectors are used to display rear projection video content in a gallery shaped like a yellow submarine, where each porthole shows five different types of sea environment: Tropical Open Ocean, Polar Sea, Coastal

ideal for this kind of installation, as they can be positioned close to displays without any on screen shadowing, the brightness of 3,100 ANSI lumens also provides passers-by with the ultimate viewing experience.

Having purchased lamp based projectors in the past and been disappointed with their poor performance as well as accrued annual costs of close to £2000 when it came to replacement bulbs, Casio was a natural selection for Technical Manager Mark Wall, due to its alternative and highly sustainable LED and Laser hybrid light source:

Key features

- Lamp-free
- Up to 3,500 ANSI lumens
- XGA and WXGA resolution
- Creston Roomview Express®
- Quick start and stop
- Low power consumption
- Lifetime filter (dust resistant)
- Extensive connectivity options
- HD ready

"Casio seem to be the only company providing Laser & LED hybrid projection, which not only produces consistently vibrant colours over its 20,000 hour lifetime, but also provides users with virtually no maintenance due to its lamp-free technology. The 5 year warranty also really appealed, as it gives us total peace of mind if anything were to go wrong – so far so good!"

After discussions with global AV solutions provider, AVMI, on which reasonably priced, reliable, lamp-free projectors were available, they recommended Casio, for its outstanding optics; low total cost of ownership; zero maintenance and impressive warranty offering. All of



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these were key factors for Dynamic Earth, especially the reliability issue considering the thousands of visitors they receive on an annual basis. Mark explains:

“Previously, with our lamp based projectors, we were spending £300 every time we had to change a lamp. If you’re doing that a few times a year for several projectors, that’s a few thousand pounds easily spent. Casio provides a much more economical and environmentally sound solution. The fact that there are no hidden costs or replacement bulbs to consider was also a huge bonus for us, as was the reliability and outstanding performance of the technology in terms of brightness and ease of operation. The installation process was also simple as we could position the projectors as close to the screen as we wanted.”

Visitors can experience the wonder of the aquatic world by become totally immersed in the story of the oceans. Thanks to Casio’s instant on/off function, there’s also no waiting time so projectors can display content immediately, unlike traditional lamp based models, which often involve lengthy start up times due to heating up processes of the bulbs. There’s none of this hassle with



Casio, so Dynamic Earth has total peace of mind that bulbs aren’t going to blow during a busy visitor period.

Nic Clark, account manager at AVMI, says:

“After initial discussions with Mark, it was clear that Casio was the perfect fit, as environmentally friendly technology was of the utmost importance to Dynamic Earth. They’re proud holders of a Gold Award from the Green Tourism Business Scheme so remaining true to their green credentials was important for them. Casio’s lamp-free technology also ensures energy consumption is cut by up to 40% and there’s no mercury, so users don’t have to worry about a harmful substance entering the environment.”

www.dynamicearth.co.uk

www.casio.co.uk/projectors