

# Show expertise, share experiences

Barco's solutions for experience centers





# Show, don't tell.

Seeing is believing. That's the value of experience centers. And so smart companies are relying on creative experiences to make guests connect and interact with their brand in an educative, yet also entertaining, way. They know the power of remarkable storytelling and stunning content. Lifting the entire customer journey to a higher level.

## Brand spokesperson

The experience center visit is an important phase in the customers' buying journeys. Potentially converting inspired visitors into actual customers, but also educating and training existing partners on the latest updates in your portfolio.

Think of your facilities as the ultimate brand spokesperson, increasing brand engagement by visually immersing prospective customers in your universe and creatively showcasing your innovative solutions.

Adding visualization to your experience center brings your corporate story to life with a unique interactive and personalized guest experience.

Show don't tell. That remains the key to leave a lasting impression.



Our Barco screen has been instrumental in making us not just a showroom, but a genuine Mercedes experience center.

Vincent Yserbyt,  
CEO Ghistelink Group



### Embark on a journey

Even if you're not tech-savvy, technology can still mean a lot for your business hospitality.

A video wall in your lobby with customized visuals to welcome your guests of the day. Displays that highlight your solutions with easy digestible information. And immersive projections to invite guests to embark on an interactive journey through your portfolio. Greet, inform, educate and inspire in the most successful way.

### Only the best

Your brand deserves the best. Your experience center deserves state-of-the-art technology to support your creativity from vision to execution.

Only the most reliable technology and sustainable solutions can fittingly showcase your professionalism every day again, while also ensuring the lowest level of maintenance.

Versatile products allow you to transform and adapt your venue in a

personalized story-telling canvas. With Barco's visualization and processing portfolio you choose quality, consistency and flexibility. We let your products shine in inspiring and engaging customer journeys.

# Our solutions

Barco has a long-standing leading position across the entire visualization chain with battle-proven technologies in LED, image processing, projection, etc. With an own highly successful experience center and vast experience in a wide variety of hospitality applications, we know how to enable you to create stunning experiences to greet and inform your guests.

## PROJECTION

With a wide range of brightness and **outstanding color accuracy**, our projectors always deliver your content the way you intended to, from small white screens to impressive domes. Thanks to their standardized interface, set-up and configuration are child's play.



- From simple to complex. There's a Barco projector for every project.
- Superb images that speak with crisp contrast and exceptional colors
- Low projector noise and flexible product designs to perfectly blend in every environment
- Built-in processing that enables zero-stress blending and warping

## VIDEO WALLS

The Barco LED and LCD video walls offer the **best viewing experience** under all conditions. They excel in reliability, maximizing the satisfaction of not only your visitors, but also your technical staff. A worry-free process for everyone involved.



- Space-saving design that facilitates endless installation flexibility
- Optimized serviceability processes and automated calibration systems for ultimate ease-of-use
- The best viewing experience even in full daylight

## SCREEN MANAGEMENT

Our presentation switchers – the **most advanced video processing** and presentation control systems on the market today – support a wide variety of show configurations. Their **modular and flexible architecture** further future-proofs your investment.



- Uncompressed real-time processing with market leading lowest latency
- Total peace-of-mind with improved uptime and efficient monitoring
- Cutting-edge scaling capabilities ensure pixel-perfect results on all your displays
- Future-proof modular platform with growing features

Catch the experience on [www.barco.com/experience-center](http://www.barco.com/experience-center).

© 2020 Barco NV. All rights reserved. Reproduction in whole or in part without written permission is prohibited. All brand names and product names are trademarks, registered trademarks or tradenames of their respective holders.

M00901-R02-0220-MB February 2020

Barco nv | [www.barco.com](http://www.barco.com)  
Beneluxpark 21 | 8500 Kortrijk | Belgium  
T +32 56 36 89 70 | F +32 56 36 83 86

ENABLING BRIGHT OUTCOMES

**BARCO**