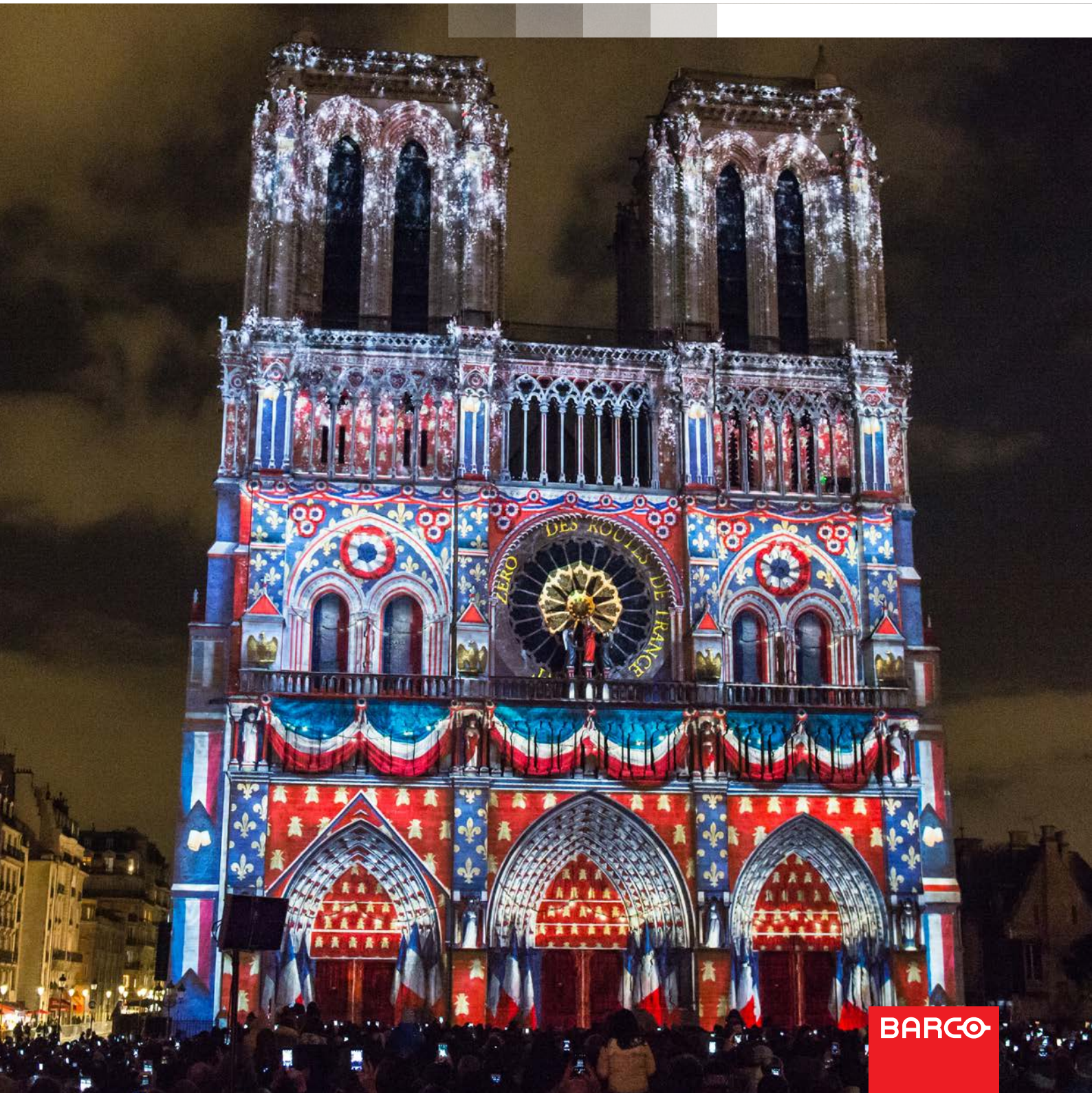


# Unique canvasses, unforgettable experiences

Barco's solutions for projection mapping







# A visual feast

These days, all kinds of media are competing for people's attention, but video mapping truly stands out as an extraordinary form of entertainment with an enormous wow factor. This impressive technique can bring buildings and objects to life, create immersive environments, and captivate large audiences through memorable moments.

## Captivate audiences

Projection mapping can be used for advertising, live concerts, theater, gaming, tradeshows, decoration... And really any other environment where you want that extra stopping power.

Unlike any other medium, its impressive character allows you to engage and compel large crowds,

even from a distance, through impactful location-based experiences.

The spectacular visuals and amazing projections will leave everyone watching open-mouthed! But not speechless, because you can be sure this is something they'll want to share with family, friends and online connections.





Whether the projection mapping is on a church, in the great outdoors, or on a sports car in a showroom, Barco's equipment performs flawlessly and impresses visitors time and time again.

Stéphane Gambier,  
President at Abaques Audiovisuel



## Technological magic

What if you could bring even the most irregularly shaped objects to life? Through the artistic play with light, projection creates the optical illusion of movement on static objects and transforms virtually any surface into unique dynamic displays and attention-grabbing stages.

It's technological magic – magical technology.

## From design to stage

From the creative design of mesmerizing video content, to the preliminary virtual renderings and intricate preparations of the installation, and eventually the jaw-dropping live performance. When each part of the chain supports the others, it will lift your projection mapping to the next level.

By using the right technology, you can do justice to your specifically designed breathtaking content. And with equipment that excels in flexibility, no set-up is too complex.

Thanks to Barco's visualization and processing solutions you can let your creativity run free from design to stage.

There are no limitations, only realizations of your imagination.

# Our solutions

Barco has a long-standing leading position across the entire visualization chain with battle-proven technologies in projection, image processing, LED, etc. With our vast experience in a rich variety of market applications such as theme parks, live events, cinema, simulation and many more, we know how to support creativity and make your projection mapping catch the eye.

## PROJECTION

With a **wide range of brightness and resolutions**, and incredible **color accuracy** our projectors are able to cover varying surfaces. Their **rugged design** is the ideal solution for outdoor events, and their **installation flexibility** provides full peace-of-mind during those large complex projection mapping set-ups.



- Rugged laser projectors with brightness from 20K to 75K lumens
- 4K images that speak with crisp contrast and extraordinary color
- Full range of lenses for various throw distances
- Built-in processing capabilities that enable zero-stress blending and warping

## IMAGE PROCESSING

Our presentation switchers – the most advanced video processing and presentation control systems on the market today – ensure pixel-perfect results on all your canvasses. The perfect partner for your mediaserver to deliver a **seamless mix of virtual images with the physical world**.



- Uncompressed real-time processing with market leading lowest latency
- Zero-stress blending and warping thanks to the auto-alignment technologies
- Slice and dice multiple signals in perfect sync
- Future-proof platform with growing feature set
- Designed to withstand life on the road

Feast your eyes on our solutions, go to [www.barco.com/projection-mapping](http://www.barco.com/projection-mapping).

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