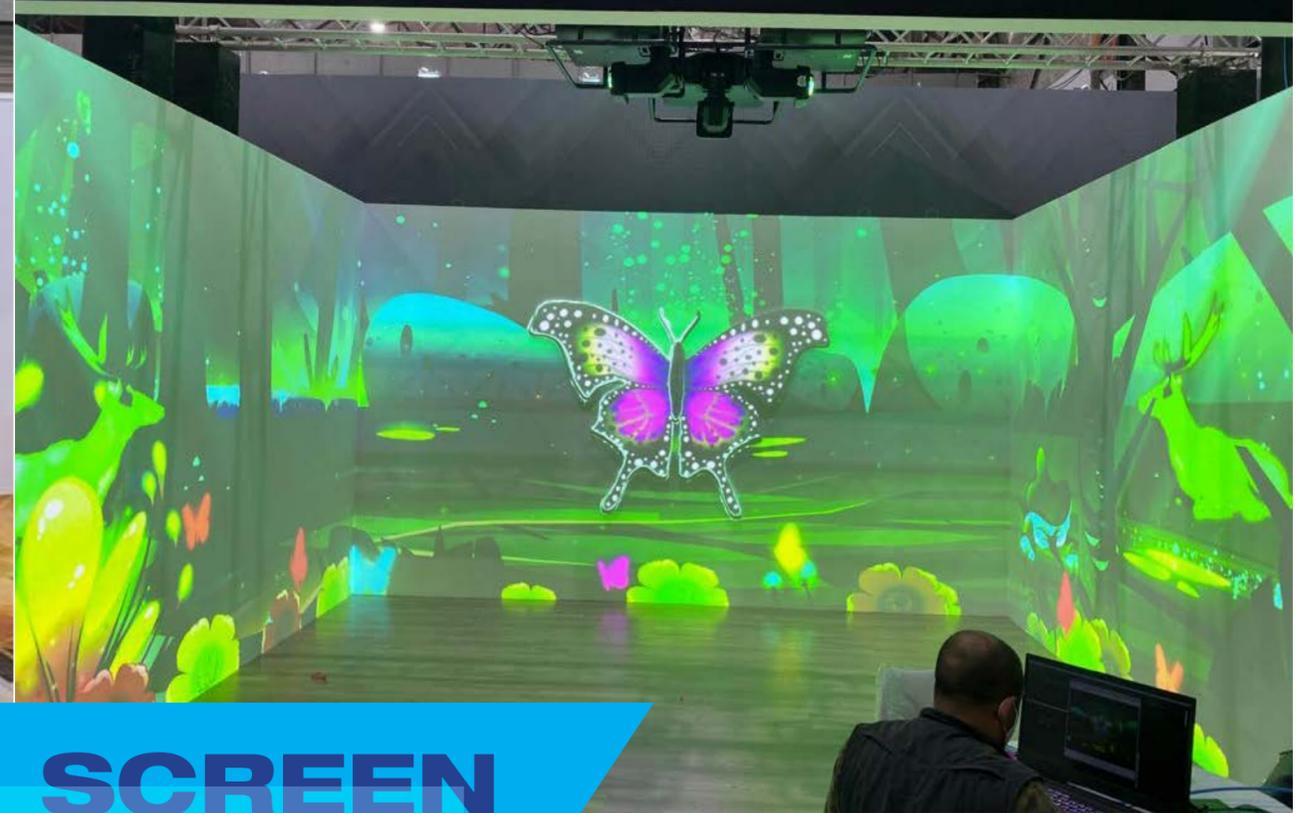




Epson's compact projector, EB-PU2213B 13,000-Lumen 3LCD Projector with 4K Enhancement, projects crystal-clear visuals at the AV-ICN Expo 2023



Epson's EB-PU2216B 16,000-Lumen 3LCD Large Venue Laser Projector help visitors experience immersion at the AV-ICN Expo's Immersive Projection Mapping feature

EPSON CAPTURES BIG SCREEN MAPPING PROJECTOR'S DEMAND AT AV-ICN EXPO

Yasunori Yoshino, Chief Operating Officer, Visual Products Operations Division and **Samba Moorthy**, President of Epson India met with **Anil Chopra**, AV-ICN's Founding Director, at the 2nd AV-ICN Expo featuring the largest projection technology display. Epson's core technologies and core devices in projection have captured the market globally. Epson exceeded 30 million sales of 3 LCD projectors, far ahead of any other projection brand. Yoshino San shared Epson's strategy, purpose, and exhibit display theme at AV-ICN expo with Chopra San.



Yasunori Yoshino, Chief Operating Officer, Visual Products Operations Division



Samba Moorthy, President of Epson India



Anil Chopra, AV-ICN's Founding Director



The Epson EB-PU2213B 13,000 Lumen 3LCD Laser Projector features 13,000 lumens of colour brightness, 4K enhancement, and nine optional powered lenses

Yasunori Yoshino, COO of Epson's visual products has indeed been responsible for this division since many years. Yoshino has seen the emergence of Epson projection systems capturing the large venue projection segment for events. Epson was the originator and leader for the culture of big screen business presentations in 1994 with the release of **ELP 3000 projector**. WUXGA - widescreen ultra extended graphics array technology from Epson has impacted event glamour and delivery of enhanced 4K video. Epson projectors depend on their own patented core devices based on their own patented core technologies. Here the excerpts of Epson's strategy in response to market dynamics shared by Yoshino San.

"Epson carried out global survey on visual dynamics measuring the evolving societies and business requirements and the philosophy of Epson in designing products and services that enable people to fully exercise their creativity and visual communication. Epson always planned to take visual communication to the next level, hence we showcased at AV-ICN expo for the Indian projection

market. We displayed projectors focused on Mapping because Epson is determined that 3D Mapping and Immersive Mapping are becoming very popular applications. In India especially, mapping is very popular with all content whether historical or spiritual and cultural. Epson has developed the most compact and superior mapping projector which also include all the core technology of Epson projection systems such as built-in NFC function to reduce time to install and commission multiple projectors, screen matching of multiple projectors, edge blends and stacking function. Large projects require these features for installation. Epson can boast of all of these core technologies," informed Yasunori Yoshino.

"Epson has developed and manufactured itself the high temperature polysilicon TFT panels which are the core components of projectors. The depth of Epson's innovative inventions and patent technologies extends to the future with optical engines for fourth generation smart glasses that use the projector technology it has refined to date," he added.

At the Epson booth, one could see the compact projector proving its fantastic capabilities in 3D mapping of depth and colour on the monument displayed. This projector was the EB-PU2213B 13,000-Lumen 3LCD Laser Projector with 4K Enhancement + ELPLM15 standard throw lens.

Also displayed were three units of the immersive mapping projector EB-PU2216B 16,000-Lumen 3LCD Large Venue Laser Projector with 4K Enhancement + ELPX02 UST lens.

Features of the EB-PU2213B 13,000-Lumen 3LCD Laser Projector with 4K Enhancement:

- **Incredible color:** Epson 3-chip 3LCD technology produces 13,000 lumens of equal white and color brightness
- **WUXGA with 4K Enhancement:** Accepts 4K content and delivers up to 4.6 million pixels on-screen for an incredibly crisp and vibrant image
- **Long-lasting laser light source:** 20,000-hour virtually maintenance-free laser light source
- **Simplified installation:** 9 optional powered lenses (sold separately), including an ultra short-throw .35 throw lens with unique zero offset design, provide enhanced flexibility and convenience during installation
- **Engineered for reliability:** Hermetically sealed optical engine offers high dust resistance while filterless cabinet and liquid cooling system support easy, low maintenance operation
- **Ideal for live event applications:** 3G-SDI input and output easily accommodate daisy-chaining and long cable runs; mechanical shutter helps protect projector during laser light shows
- **Outstanding image quality:** High native contrast ratio produces deep blacks; frame interpolation delivers realistic moving images; HDR support and scene adaptive gamma correction for true-to-life images
- **Fast installation:** Built-in NFC functionality to streamline multi-projector installations using the easy-to-use Epson Projector Configuration Tool (EPCT) mobile app for Android and iOS
- **Optional attachable PixAlign camera:** Provides access to powerful features, including projector stacking assist function⁷, tiling assist for edge blends, color calibration⁸ and screen matching

Features of the EB-PU2216B 16,000-Lumen 3LCD Large Venue Laser Projector with 4K Enhancement:

- **Incredible color:** Epson 3-chip 3LCD technology produces 16,000 lumens of equal white and color brightness from a standard 120 V power source
- **WUXGA with 4K Enhancement:** Accepts 4K content and delivers up to 4.6 million pixels on-screen for an incredibly crisp and vibrant image
- **Long-lasting laser light source:** 20,000-hour virtually maintenance-free laser light source
- **Simplified installation:** 9 optional powered lenses (sold separately), including an ultra-short-throw .35 throw lens with unique zero offset design, provide enhanced flexibility and convenience during installation
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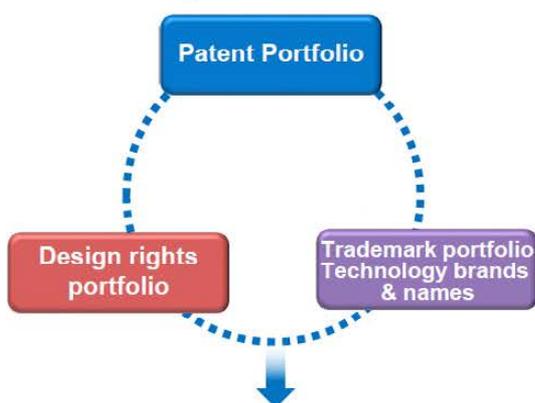
Intellectual Property Activities Supporting Innovation



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In addition to patents, we are following an intellectual property mix strategy that protects our designs with design rights and the names of our core technologies with trademarks. We protect our original core technologies, which are an important asset in advancing our strategy, with a huge number of patents.



Improve the brand image
Secure profit

We continue to build a portfolio that affords solid protection of value-creating core technologies, original designs, and branded trademarks.

This enables us to maintain and build the competitive advantage of our own brands and to sustain stable business operations.

Patent Application Ranking by Area

Japan	
Inkjet printers	1st
Projectors	1st
Robotics	2nd
Crystal devices	1st

US	
Inkjet printers	1st
Projectors	1st
Robotics	3rd
Crystal devices	1st

* 2020 ranking based on the number of patents opened to the public per Epson research from 2020/1/1 to 12/31

Epson Delivers Enhanced Solutions For Corporate AV Applications In India

Epson has a sizeable market share in the corporate sector in India. There are legacy clients who have been served by Epson for years and years. The corporate market, as it graduates to networked environment and interactive communication, bets on the latest Epson hybrid meeting room projectors. Featured at the AV-ICN Expo's Epson booth was the PU1000B 8000 Lumens WUXGA Laser Projector + ELPX01S Ultra Short Throw Lens.

Features of PU1000B 8000 Lumens WUXGA Laser Projector:

- **Best-in-Class Color Brightness:** 8,500 lumens color/white brightness from a compact large-venue laser projector
- **Exceptional widescreen display:** Native WUXGA with 4K Enhancement Technology (1920 x 1200 x 2); accepts 4K content and provides up to 4.6 million pixels onscreen
- **Worry-free operation:** Features a virtually maintenance-free 20,000-hour laser light source and air filter



The EB-PU1000B 8000 Lumens WUXGA Laser Projector, featured at the AV-ICN Expo, delivers 8,500 lumens of colour brightness, 4K enhancement, and 11 optional powered lenses

- **Simplified installation features:** 11 optional powered lenses including ultra short-throw with .35 throw; inputs including HDBaseT and HDMI (HDCP 2.3)
- **Simplified installation features:** 11 optional powered lenses including ultra short-throw with .35 throw; inputs including HDBaseT and HDMI (HDCP 2.3)
- **NFC function built-in:** Reduce installation time of multiple projectors; read and write setting information using Epson's mobile app
- **Clip-on optional external camera:** Access powerful automated tools including auto color calibration, screen matching of multiple projectors, tiling assist for edge blends, and the stacking assist function
- **Lifelike images:** High native contrast ratio, HDR support and scene adaptive gamma correction for more realistic images and easy-to-read presentations
- **Optional external air filter:** Extend the filter maintenance cycle in dusty environments
- **Dynamic projection capabilities:** Advanced built-in edge blending, image warping and shape overlay features for a variety of applications; direct content playback from USB storage media
- **Customized performance:** Brightness modes to maximize light source life and provide a consistent brightness level
- **Powerful remote management:** Control and monitor projector status via the Epson Projector Management app for Windows

To feature your editorial in **PALM + AV-ICN** magazine

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