

# Working together in leisure



# Technology solutions for leisure experiences

Leisure is under immense pressure from the very people it serves. Consumers are demanding more from their downtime and want every experience to be a talking point, a social share and a sense of achievement.

Epson technologies help make every visit a story worth telling. From back-office efficiency to gaining a competitive advantage, our innovative solutions will support you in delivering consistently rewarding end-to-end customer experiences.

## Reinvent the visitor experience

Whether customers are queuing, participating, require service or information, create an experience they will never want to forget. Use innovative technology to guide, educate and impress them throughout their visit.

- **Create the wow factor** with Epson laser installation projector, which can display images up to 1000" onto floors, walls, buildings or artefacts, to combine the physical with the virtual – whether it's for an immersive education space or a multi-sensory 4D experience
- **Entertain anywhere** with flexible installation that allows for solutions suited to even the most demanding listed buildings. Projections can be moved 360 degrees in any direction horizontally, vertically or rotationally, and also now support portrait projection
- **Provide a new perspective** with Epson's Moverio smart glasses; use augmented reality to recreate scenes in 3D, add layers of information, and visualise the story being told, so visitors can interactively experience the attractions
- **Offer self-discovery and wayfinding** with Epson's interactive displays; perfect for information points, educational activities and visual highlights to keep visitors moving and discovering
- **Personalise the attraction** by producing customised photos, cards, art and other value-added print products for sale at key transaction points, using Epson SureLab production printers
- **Deliver service anywhere** with Epson's range of portable receipt printers for employees on the go; complete transactions while adding value and convenience to the visitor journey

## Invest in the future

Leisure organisations must find new ways to attract and retain visitors in the age of the empowered customer. Streamline time-consuming processes and save money by providing a better customer service.

- **Enhance your experience** with new and exciting content thanks to Epson's Moverio smart glasses, which offer a durable design & long battery life for extensive use and options for easy fleet management. Bring your augmented world to life, day after day.
- **Rely on efficiency gains** with Epson's WorkForce Pro multifunction printers and intelligent scanners; smart features improve workflow and service delivery, while more effective document management minimises downtime
- **Make a big impression** with Epson's SureColor large format printers by creating eye-catching, high definition displays that reinforce your promotions and activities - and drive more sales
- **Produce tickets and ID passes on demand** with Epson's ColorWorks label printers; create personalised, eye-catching colour tickets, passes and ID badges to improve visual identification
- **Enjoy 'fit and forget' reliability** with maintenance-free laser projector guaranteed for 20,000 hours/five years. Perfect for digital signage applications that aren't easily accessible.

## Discover how much you could save on printing by switching to Epson

Use our total cost of ownership calculator at:  
[www.epson.ae/en/tco](http://www.epson.ae/en/tco)

"As a company, Epson is dedicated to facilitating a positive technological shift by developing solutions that will make workforces more efficient and more productive."

Mr Usui, President, Seiko Epson Corporation

### Enjoy the results

Creating meaningful engagement with every visitor calls for tailored, yet inclusive attractions. The right technology can address any concerns around waiting times, information and convenience and help build experiences that grow your visitor numbers.

- **Stand out from the competition** by allowing visitors to step into an alternate reality or have their own personal guide; Epson Moverio smart glasses can be fully customised to your attraction and your guests' needs
- **Add layers of learning** by allowing people to interact directly with content via the power of touchscreens; our interactive displays are scalable up to 100", so everyone has the best view – and younger audiences can annotate using fingers or pens
- **Immerse people** in multimedia content that can be tailored to different audiences; with the option of 4K enhancement, Epson installation projectors offer maximum creative potential and a next level viewing experience
- **Satisfy more customers** with constantly updated information and fast-track services; people care about the finer details and our label printers, WorkForce printers and business scanners make all the difference by speeding up administration





# Create an adventure for your customers



## Showcase your imagination

Transport whole rooms into other worlds. Epson installation projectors can create a wall of wonder in enhanced 4D quality and map large projections to your building, music, narrative or other effects for a multi-sensory experience like no other.



## Make every detail count

Turn tickets, passes and wristbands into branded or promotional keepsakes. Epson ColorWorks label printers deliver colour printing on demand, so you can easily customise the details to your environment, event or exhibit, and print on a variety of media.



## Let visitors play an active role

Epson's interactive displays are made for wayfinding and collaboration. Use at information points and in learning spaces, so visitors can explore for themselves and take part in themed activities via the touchscreen, using fingers or the responsive pens provided.



## Provide immersive experiences

Epson's Moverio see-through smart glasses enable augmented content to be immersively overlaid over the real world, making culture, events, performance venues and factory tours more accessible and exciting, without distracting visitors from exhibits and attractions.





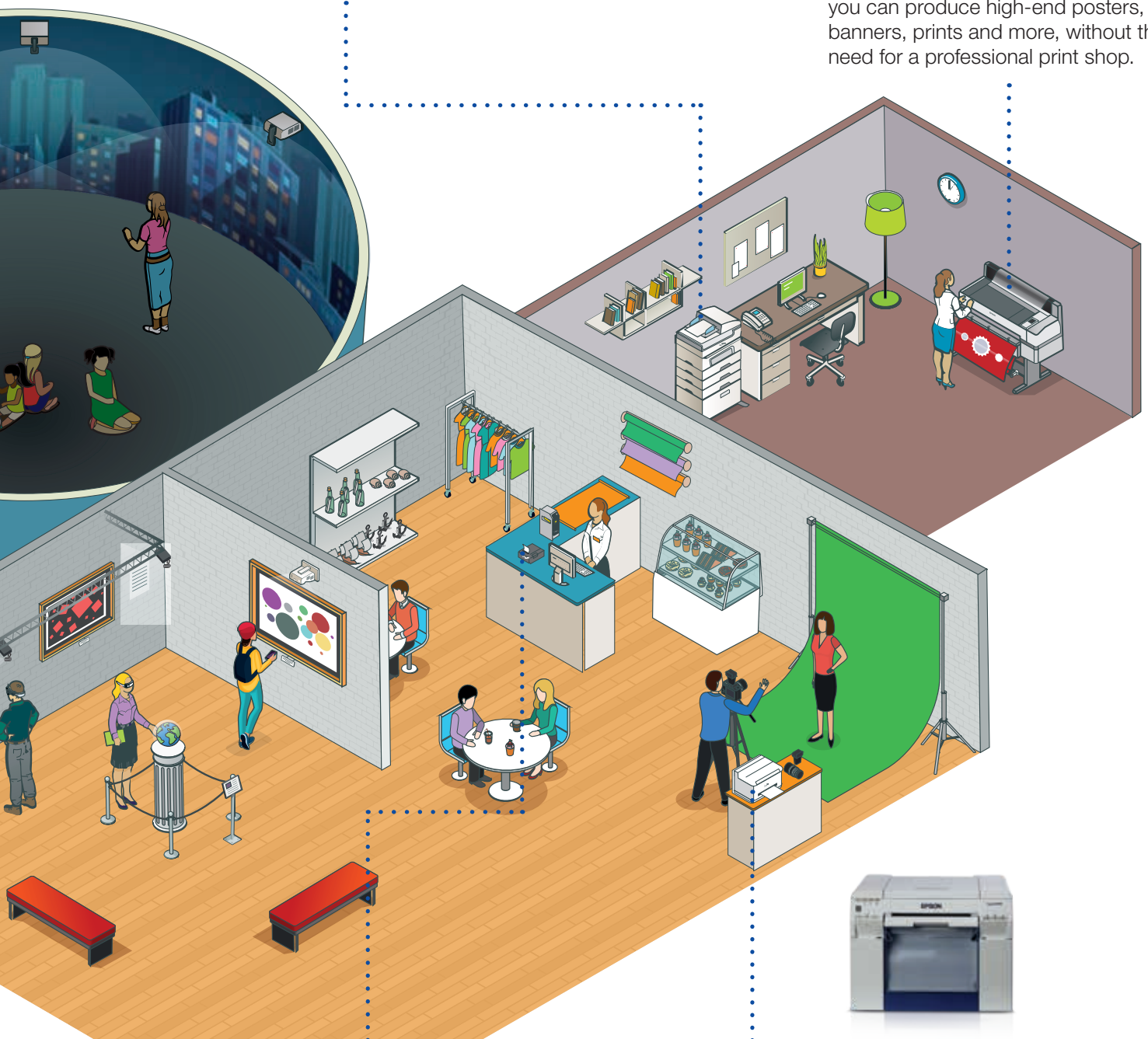
### Deliver the service they want

Whether you are a small leisure premises using the Replaceable Ink Pack System (RIPS) or a larger leisure facility with the WorkForce Enterprise printing solution, Epson has your back-office needs covered. Even scan completed membership forms from ticket booths to head office for fast approval and a positive customer service for your guests.



### Exceed customer expectations

With Epson's large format printers, you can produce high-end posters, banners, prints and more, without the need for a professional print shop.



### Create individual stories

Produce personalised photos, certificates and cards as customers move through the experience. Epson's SureLab photo printers create visual stories that your visitors can keep and share.



### High speed, reliable receipt printing

Epson's receipt printers are designed to keep up in the most demanding of retail environments. The TM-T88VI is a state-of-the-art receipt printer, offering fast print speeds and high reliability, with advanced features to support mobile, web and PC based POS at the same time.

# Deliver the extraordinary every time



## Entertain on a grand scale

Stimulate the senses and transport your audience to another dimension through either fixed projection or rental for staged areas. Using a number of Epson installation projectors, combined with edge blending, allows you to display immersive images across much larger areas to create awe-inspiring, atmospheric experiences for your visitors. You can recreate every detail and tailor multimedia content to your audiences, even within confined spaces.



## Become a master storyteller

Epson's iProjection makes it easy to connect an iOS or Android device to an Epson display solution with network availability, so you can wirelessly project images, documents and web pages. It's a simple and highly-effective way to present, at the tap of a screen. You can also select the built-in annotation button to use a pen, highlighters or an eraser, with colour and opacity options, to really bring your point home.



## Encourage active discovery

Your venue is a blank canvas for developing an end-to-end leisure experience that connects audiences and attractions. Digital signage allows you to deliver constantly updated information in real-time, from scheduled events and destination points to menus and entertainment options. Epson's interactive displays also appeal to digitally active customers who want to engage in self-discovery or put their knowledge to the test.

Discover more leisure solutions

[www.epson.eu/leisure](http://www.epson.eu/leisure)

**82%** of consumers say that wearables facilitate connected experiences<sup>1</sup>

# Enhancing the visitor experience with Epson

As a five-star attraction that describes itself as being “on a mission to make the world fall in love with Scotch whisky”, it is vital for the Scotch Whisky Experience (SWE) to delight and inspire customers in equal measure.

Sitting at the top of Edinburgh’s Royal Mile, the Scotch Whisky Experience first opened to the public in 1988. Nearly 30 years later, the Experience represents 90% of the Scotch whisky industry and welcomes around 400,000 visitors through its door each year, 80% of whom are international.

Due to the interactive nature of the exhibition and its position as a leading Edinburgh attraction for whisky enthusiasts, it’s vital that visitors are given the best experience possible..

## Thirst for improvement

Tours at SWE include a stunning 180° film with a panorama bird’s eye tour of Scotland’s five whisky-making regions. Visitors are then introduced to the art of blending in a recreated 19th century Blender’s Sample Room. Previously, the same video was delivered alternately in two separate rooms from projectors mounted behind the rear wall of the room. Access to the projectors was extremely limited, making it difficult for maintenance to be carried out, and image quality was also starting to deteriorate, due to demanding workloads.

“From a technical point of view, the systems did not deliver the same level of quality as other areas of The Scotch Whisky Experience and were top of the list for our annual investment programme,” said Douglas Bolton, The Scotch Whisky Experience’s AV consultant.

After a rigorous hardware assessment process, Epson’s EB-L1100U laser projector was selected, with two different lenses chosen to cater for slightly different display needs.

Within the Sense of Scotland room, short-throw ELPLU03 lenses were chosen to cater for large-scale, high-definition images. Five of Epson’s laser projectors were edge-blended onto a curved projection screen 12.5m in width and 2.2m high to ensure the smallest pixel size possible and fully immerse viewers in the image.

In the Blender’s Sample Room, ultra short-throw ELPLX01 lenses were selected for both the main screen projector and a rear projector that casts a life-size video animation of a vault door through which visitors walk after the presentation to enter into The World’s Largest Collection of Scotch Whisky.

## The measure of success

From a visual point of view, the image quality and brightness are greatly improved compared to the previous projectors and now provide immaculate images that visitors can be fully immersed in.

As Epson’s projectors are all ceiling-mounted, access is also significantly easier than it was before, making maintenance safer, less disruptive and more cost-effective to carry out.

“Epson’s projectors are enhancing the visitor experience and contributing to the high-quality experience which in turn encourages great visitor feedback, reviews and recommendations” said Douglas Bolton.

From those with a budding interest in whisky, from novices to Scotch whisky enthusiasts, this wonder of the whisky world will keep customers coming back for more.





# Protect the planet's future

At Epson, we understand the importance of supporting a greener planet for future generations, which is why we develop our print solutions to be as environmentally considerate as possible.

**Meet your environmental targets** with up to 99% less waste from the WorkForce Pro Replaceable Ink Pack System (RIPS); use up to 96% less energy with WorkForce Pro printers<sup>1</sup>; and double your print speed at half the power consumption with the WorkForce Enterprise series<sup>ii</sup>

**Save electricity and CO<sub>2</sub>** with WorkForce Pro models, which use up to 96% less energy than lasers and laser copiers<sup>i</sup>

**Cut power consumption** with eco-mode on your interactive display solutions and extend lamp life

**Reduce your carbon footprint** using scanners with no warm-up time, and reduce power usage with built-in ReadyScan technology

## See what you could save with WorkForce Pro printers

Calculate the electricity and CO<sub>2</sub> savings a WorkForce Pro printer could achieve in your leisure environment with our calculator.

[www.epson.eu/eco-saving](http://www.epson.eu/eco-saving)



up to **92%**

**less CO<sub>2</sub>**  
than lasers<sup>ii</sup>



**96%**

**less energy**  
than lasers<sup>i</sup>



**94%**

**less waste**  
than lasers<sup>i</sup>



**3.5x**

**faster**  
than lasers<sup>1</sup>



**Green technology**  
No ozone gas

<sup>i</sup> As tested by BLI, over two months to Feb 2017, against a selection of competing machines, as commissioned by Epson.

For more information visit [www.epson.ae/en/inkjetsaving](http://www.epson.ae/en/inkjetsaving)

<sup>ii</sup> Typically 45-55ppm laser printers use 1500W, the WorkForce Enterprise has a low power consumption of 180W – 320W and prints up to 100ppm.

For more information visit [www.epson.eu/pageyield](http://www.epson.eu/pageyield)

<sup>1</sup> Theme park of the future, Attractions Magazine

For further information please contact your local Epson office or visit [www.epson-europe.com](http://www.epson-europe.com)

**Epson Middle East**  
P.O. Box 371567, Dubai  
United Arab Emirates  
Telephone: +9714 2677638  
[www.epson.ae](http://www.epson.ae)

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