



**DIGITAL PROJECTION**

A Delta Associate Company

# Visitor Attraction Case Study





## Digital Projection Creates Table Mapping Show for Dubai Restaurant

Branded as 'The Soul of Mexico' in Dubai, Meshico group consists of three restaurants across the city: Puerto 99 Bluewaters, which overlooks Dubai Marina and the JBR skyline; Meshico The Point, The Palm Jumeirah, overlooking Atlantis the Palm; and Tulum, Dubai Mall, next to the Dubai Fountains.

While this is all to be expected for a high-end chain of restaurants in a city like Dubai, the Meshico group decided that an extra layer of visual splendour was needed; namely a mesmerising table-mapping show that expresses the ethos of the brand and the spirit of Mexico itself.

In order to make this ambitious vision a reality, the Meshico group's first port of call was Pulse Middle East – one of the region's most well-respected integrators.



The brief from Meshico group was for versatile projectors that could be used in a variety of orientations and throw distances. Due to the challenging nature of the environment, they also required high levels of both brightness and colour accuracy to show off the advanced content being displayed.

General manager for Digital Projection in the Middle East, Matt Horwood, said: "Digital Projection worked with Pulse on the design and supply of this project to ensure we could deliver a technically compliant solution within the timescale required. Projection mapping provided the most versatile and accurate solution for the client, as it keeps the technology away from the customers but displays the content and wow factor right before their eyes."

A total of five Digital Projection E-Vision Laser 8500 projectors were chosen to cover five tables; two individual tables and three that had been combined to make a 4.5m long surface able to seat 12.

The E-Vision Laser 8500 Laser delivers a stunning 8,500 lumens from a stable solid-state light source, capable of producing over 20,000 hours of illumination. This single chip projector was developed with 'Fit and Forget' directive, ensuring it needs only minimal maintenance throughout the lifetime of the display, which was music to the Meshico group's ears.

### E-Vision Laser Projectors

#### Key Features of the Single Chip DLP Projectors

- WUXGA & 4K-UHD Resolution
- Laser illumination with ColourBoost + Red Laser (On selected models)
- Up to 13,500 Lumens
- 20,000 hours illumination
- IP 60 Sealed Optics



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