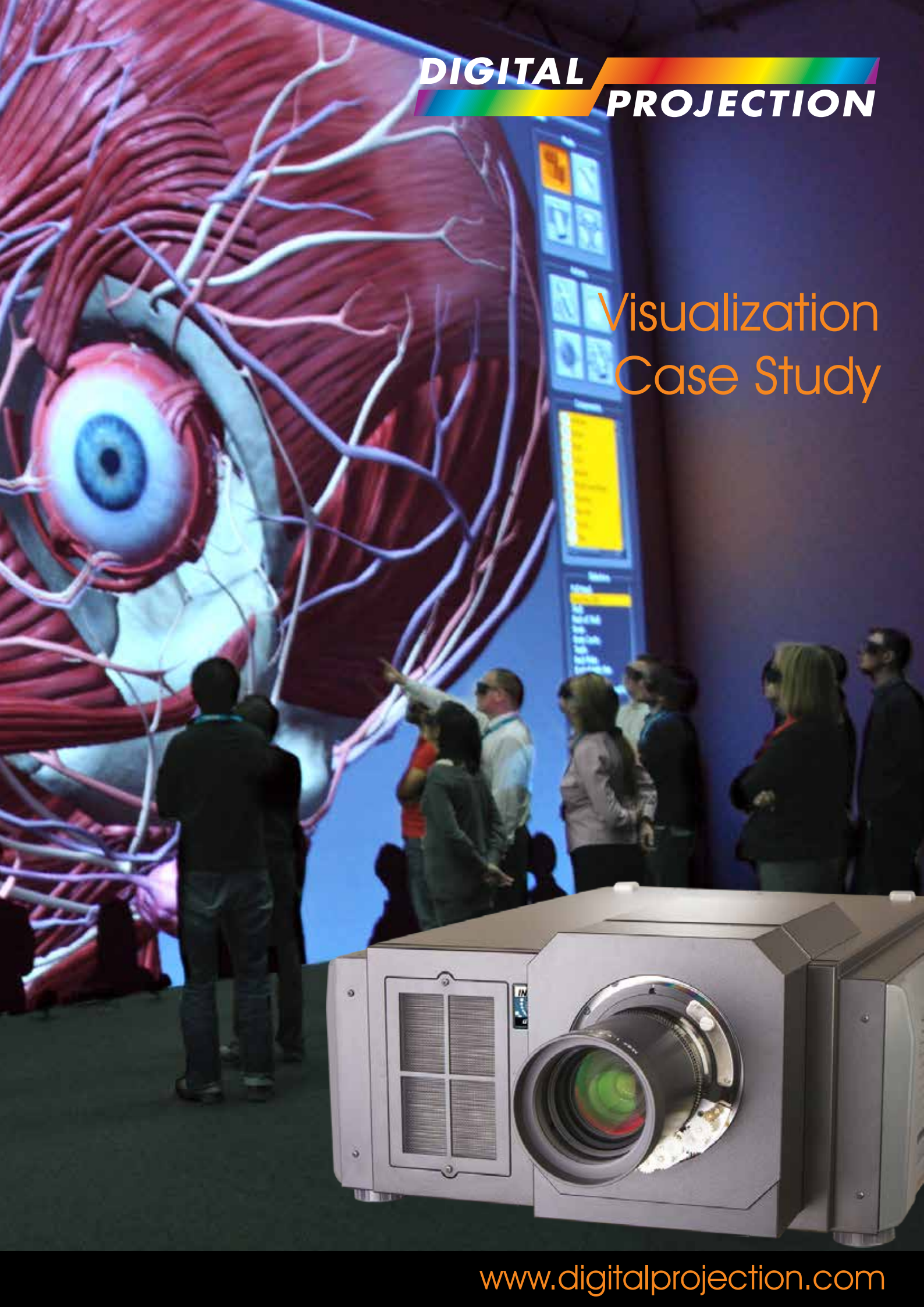
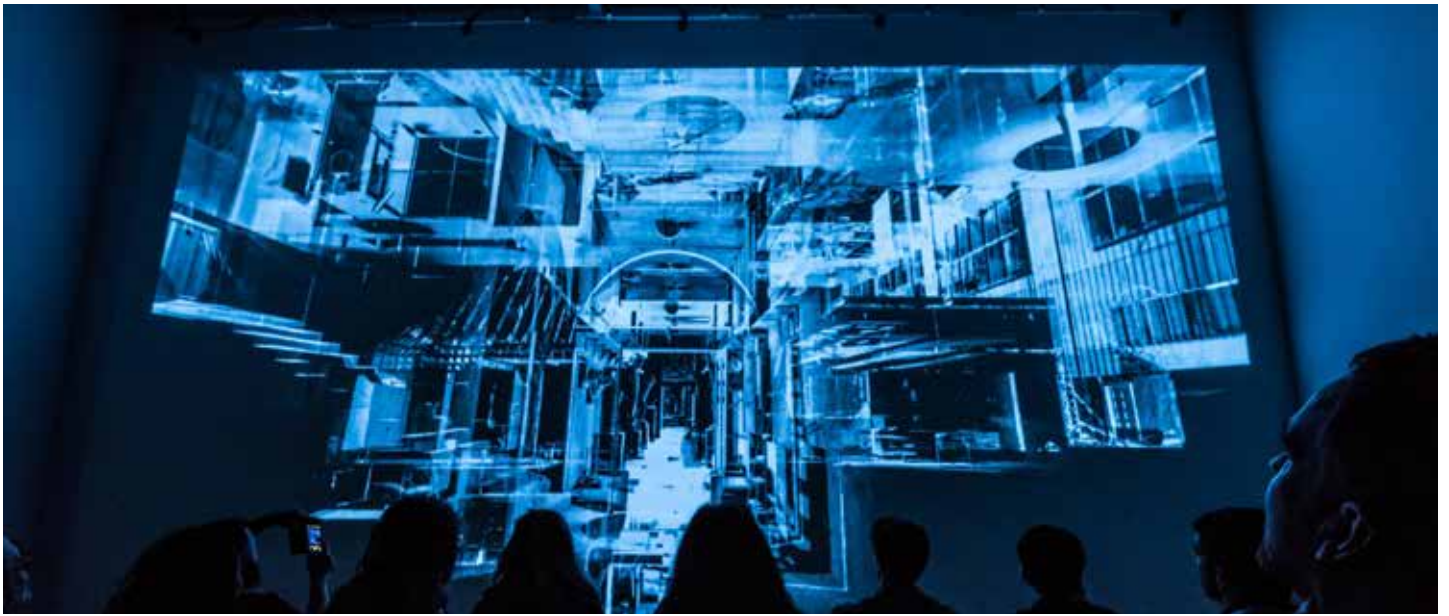


# DIGITAL PROJECTION

## Visualization Case Study





## School of Simulation and Visualisation Calls for Digital Projection's 4K Laser

Based in Glasgow's Digital Media Quarter, Glasgow School of Art's School of Simulation and Visualisation (SimVis) – formerly The Digital Design Studio – is an immersive visualisation centre for commercial and postgraduate research where the highest quality visualisation is the very nucleus of every project undertaken. State-of-the-art technology is of paramount importance for SimVis. Guided by the expertise of Antycip Simulation, the need for a high brightness, 4K resolution, 3D stereoscopic projection solution was fully met by Digital Projection's INSIGHT Laser 4K.

Dr Paul Chapman is acting director of SimVis. As a chartered engineer, a chartered IT professional, award-winning and academically decorated up to PhD level in Computer Science, Dr Chapman explores real-world problems across diverse disciplines through simulation and visualisation. He states, "We're all very passionate about computer graphics and virtual reality and that passion means that through the state-of-the-art work we do, we have become world leaders in this area. We love what we do and we do it very well and that leads to the high quality of projects we get. Good projection facilities are very important for our work."

The vast size of the projection wall presented difficulties. SimVis wanted to increase the quality and fidelity of the display whilst at the same time also increases the intensity of the light to the display surface. They did not, however, want a multiple projector array with blending technologies to afford such a large image. John Mould from Antycip Simulation explains, "Digital Projection's INSIGHT Laser 4K not only offers the ideal native 4K resolution of 4096 x 2160 but delivers this whilst also offering more "green" credentials, lower maintenance intervals and longevity of the light source which is rated to operate beyond 20,000hrs. The pixel size was dramatically reduced offering the possibility to support picture in picture capabilities with up to 4 x HD and ensuring fantastic colour reproduction for any applications featured."



### INSIGHT Laser 4K

#### Key Features of the INSIGHT Laser 4K

- True 4K (4096 × 2160) Resolution
- Laser illumination
- 12,000 ANSI Lumens
- 20,000 hours illumination
- 3-Chip DLP



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