

Multi-Sensory Adventure Ride Delivers Stunning And Reliable 3D Images With ViewSonic® PJD6683ws Short Throw Projector



Challenge

- ▶ Equip cutting-edge multi-sensory 3D ride with bright, reliable, widescreen short-throw projector
- ▶ Ensure consistency of projection quality for multiple, synchronized projectors in each attraction

Solution

- ▶ The ViewSonic PJD6683ws short throw networkable projector delivered it all: widescreen aspect ratio, 3,000 ANSI lumens, high 15,000:1 contrast ratio and reliably consistent throw angle and zoom size

Results

- ▶ Shortly after release, the cutting-edge multi-sensory adventure ride received a coveted industry award for best new product
- ▶ Customers and thrill-seekers alike have been enjoying the exciting visuals and other special effects that keep them coming back time and again

CUSTOMER PROFILE

A privately held company based in Canada with offices in the USA, Europe, and China, Triotech is a market leader in out-of-home multi-sensory interactive attractions for the entertainment and edutainment markets. Since 2006, the company has operated its own studio to develop state-of-the-art custom content for its attractions. With installations in over 40 countries across all continents, Triotech continues to push the limits of multi-sensory entertainment.

THE CHALLENGE

If you or your children have ever been in a Chuck E. Cheese, Dave & Busters, or similar family entertainment arcade, then you've probably seen or experienced an attraction conceived of and brought to life by Triotech. In this rapidly evolving industry, where a media-based simulator is considered successful if it's among an arcade's top 10 earners for even six months, Triotech is distinguished by rides such as the Canyon Coaster – a top 3 attraction at Chuck E. Cheese for over 10 years.

With a relentless focus on product development, Triotech has continued to build upon its successes with the latest-and-greatest in 4D (and beyond) rides and theaters. Combining state-of-the-art interactivity and 3D video, Triotech's latest attraction, the XD Dark Ride, called for very specific projection requirements.

A compact system, the smaller screen size required a short throw lens with widescreen 16:9 or 16:10 native resolution. High brightness was a must to deliver stunning 3D visuals. And with 4 projectors operating simultaneously, it would be critical that the output be virtually identical. In other words, the parameters for success were very precise.

"We also needed all this with excellent pricing," said Triotech Customer Service Director Ben Zabik. "With 4 projectors used at a time plus one spare per system, we needed competitive pricing to be able to keep our cost down for our customers."

THE SOLUTION

Having used ViewSonic projectors with several previous products, Zabik inquired about a model to meet the company's current needs. The PJD6683ws short throw networkable WXGA projector fit the bill perfectly, with its widescreen aspect ratio, 3,000 ANSI lumens, high 15,000:1 contrast ratio and the ability to project a 90" image from only 3 feet away.

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Advantages of Short Throw Projection

- ▶ Project large images from just 3' away; ideal for tight meeting spaces and smaller classrooms
- ▶ Spares presenters and students from cast shadows and blinding light
- ▶ Features high 3,000 lumens and 15,000:1 contrast ratio deliver stunning images in any lighting conditions

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— Ben Zabik, Triotech Customer Service Director

Well-synced projectors throwing equivalently sized images were critical to delivering the crisp, vibrant 3D video required for the ride’s operation. And because Triotech is committed to delivering products that are easy to install and use, leaving the fine tuning to the customer wasn’t an option.

“Our setup requires using the projectors on default,” said Zabik. “We don’t want customers to have to adjust anything – not the keystone, position, nothing. They need to be run on default and that’s it. Our software does the rest. The ViewSonic projectors delivered the consistent quality we needed.”

Triotech completed development of the XD Dark Ride using the ViewSonic PJD6683ws, which reliably delivered a consistent throw angle and zoom sizes. The company has released several dozen systems (with 5 ViewSonic PJD6683ws projectors each) since.

THE RESULTS

Not long after its release, the cutting-edge multi-sensory adventure ride with real-time 3D graphics and individual scoring system made its first appearance at the International Association of Amusement Parks and Attractions (IAAPA) Expo in Orlando, Fla., the premier conference and trade show for the global attractions industry. There it was recognized with the industry’s coveted Brass Ring Award for best new product in the family entertainment center ride/attraction category.

“The brass ring award was great for visibility,” said Zabik. “And our customers are loving the system, too.”

According to one operator quoted on the company website, fans of the attraction at his location started their own Facebook page, bringing word-of-mouth customers in droves. Another was thrilled that over 165,000 people had paid to experience his 20 seat XD Dark Ride in the first full year of operation.

Zabik said Triotech looks forward to continuing their successful relationship with ViewSonic, whose products account for around 75% of their projector product mix.

“We’ve used around eight different ViewSonic projectors to date,” he said, rattling off a list of models ranging from the PJ358 to the current PJD6683ws. “That includes projectors used in our motion theater systems and coin operated arcade machines.”



PJD6683ws Short Throw Networkable WXGA Projector

- ▶ Short throw projection
- ▶ Widescreen aspect ratio
- ▶ Extensive connectivity options with HDMI
- ▶ Network management
- ▶ Filter-less design
- ▶ Reliable picture quality

For more information, contact ViewSonic Sales at SalesInfo@ViewSonic.com or visit www.ViewSonic.com