

## TC Forum Co., Ltd.

Japan

Conference Rooms



Example of use in the AP Hamamatsucho branch.



The CP-A100 achieves a projection distance of only 48cm/19 inches (including the projector) on a large 60-inch screen. • Screen pictures are simulated images.

### ■ Background to the introduction

TC Forum's business is renting out conference rooms throughout Japan. Due to the character of the rental conference room business, TC Forum rents projectors to two-thirds of its customers, and reports that at first, many of them brought and used their own projectors.

Realizing the importance of projectors, the AP Hamamatsucho branch, which has been a key branch in the Tokyo region since it opened in April 2008, installed projectors and screens in every room, except for small conference rooms. It purchased seven CP-X605s and installed them in each conference room, with central operation from a control room.

Branches in the Osaka and Nagoya regions were using flat TVs in reception areas, but are now using three CP-A100 Ultra-Short Throw LCD Projector units, which can project on a large screen from a short distance and provide higher cost-performance.

### ■ Benefits of the introduction

Projectors are frequently used in rental conference rooms. But with ordinary projectors, it is necessary to ensure sufficient projection distance for the screen size, so the conference room must be large enough to include this distance. However, many customers want to cut expenses by renting a smaller conference room. So the CP-A100, which can project powerful images on to a large 80-inch screen from a distance of only 63cm/25 inches (including the projector) has been introduced.

As a result, at the AP Hamamatsucho branch, the Ultra-Short Throw LCD Projector has become very popular because it lets customers watch large screens in smaller conference rooms. An increasing number of customers always specify that they want to rent a CP-A100.

The branch also uses the CP-A100 for reception procedures. Set at 60 inches, it can be installed at just the right eye level, and to ensure that its brilliant screen attracts the eyes of customers, it has been installed since the opening to also provide publicity for CP-A100 rentals.



IF Product Design Award 2008



Good Design Awards 2008

Ultra-Short Throw LCD Projector

CP-A100

