



Case Study

3D projection helps drug discovery company

INITION

Extraordinary Technology. Extraordinary Experiences.

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Industry: Medical

Region: Oxfordshire, UK

Type of Solution:

An Optoma ProScene projector EH505 with standard lens.

Installation Company:

INITION

With a track record spanning over 13 years, INITION is a multidiscipline production company specialising in producing installation-based experiences that harness emerging technologies with creative rigour.

Challenge: Evotec, a drug discovery solutions company, needed a replacement for its passive dual 3D projection system that could present complex shapes, such as molecules in 3D, and switch easily from 2D to 3D presentations.

Solution: INITION installed an Optoma ProScene EH505 projector with standard lens, a 123” electric screen and a workstation with Quadro Graphics, cabling and connectivity.

Results: Allan Rankin, 3D Technology Consultant from Inition said: “The duality in the previous system was difficult to manage, particularly as Evotec has a lot of 2D applications and needs to quickly swap to 3D functionality in meetings. This new system allows the team to do this very simply.”

Challenge

Evotec, a drug discovery solutions company, needed a replacement for its passive duality stereoscopic projection system.

The company often needs to present complex shapes such as molecules in 3D and wanted a single projector set-up that could easily switch from 2D to 3D presentations.

The boardroom is large, so a large screen is needed and the replacement system needed to be bright as they team would rather keep the room light without closing blinds.

“ Our main purpose for the installation was to improve our old dual 3D system which over the years got out of alignment and was overly complicated. We needed the wow factor for clients. Seeing models of molecular structures in 3D really helps with that. ”

Dan Bloom, Systems Engineer, Evotec

Equipment List:

- EH505 projector with a standard lens
- DE-1123EGA electric screen
- Workstation with Quadro Graphics

Solution

INATION installed an Optoma ProScene EH505 projector with a standard lens, a 123” electric screen and a workstation with Quadro Graphics, cabling and connectivity.

This Full 3D 5,000-lumen projector with WUXGA resolution and powerful image blending tools delivers spectacular image quality and outstanding brightness – ideal for the large, light boardroom.

It has multiple lens options, with zoom and focus adjustment to get the exact image size needed, while the wide lens shift range gets the image exactly where it is wanted. This combination of zoom, lens shift and choice of lens ensured that installation was straightforward, enabling the company to use the existing ceiling fixings and reduce the time needed for installation.

All Optoma projectors use DLP technology, pioneered by Texas Instruments. This uses millions of mirrors to produce high quality imagery which does not suffer colour degradation over time, as sometimes experienced in other projector technologies. The dust-sealed, filter free design prevents dust and dirt from affecting the system ensuring optimal image quality with minimal maintenance. With full support for Crestron, Extron, AMX, PJ-Link and Telnet LAN commands, the projector can be controlled and monitored remotely over a LAN.

The EH505 is designed for medical professionals and includes a special DICOM simulation mode that has been specifically tuned for viewing greyscale images, X-rays and scans.



The Results

The new system provides the bright, pin-sharp imagery needed for client meetings and allows staff at Evotec to easily swap from 2D to 3D using the remote control.

“The duality in the previous system was difficult to manage, particularly as Evotec has a lot of 2D applications and needs to quickly swap to 3D functionality in meetings. This new system allows the team to do this very simply.”

Allan Rankin, 3D Technology Consultant from Inition

Turning on the projector triggers the screen to descend, and retract when the projector is turned off.

Allan added: “It looks professional and functional in the space and is easy for employees to use with minimal guidance.”

Evotec (UK) Ltd

Evotec is a drug discovery solutions company providing drug discovery expertise and capabilities to pharmaceutical and biotechnology companies as well as to academic institutions.

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