



Case Study

Charterhouse Holdings

Visual showstopper for Charterhouse HQ



www.facebook.com/kustomkituk
www.twitter.com/kustom_kit



www.facebook.com/xpresuk
www.twitter.com/xpres_uk

Industry: Garment manufacture

Region: UK

Type of Solution: EH504 projector

Charterhouse Holdings plc
Oakridge Park, Trent Lane,
Castle Donington,
Derby,
DE74 2PY

Tel: 01332 85 50 50

Email: head.office@charterhouse-holdings.co.uk
www.charterhouse-holdings.co.uk

Challenge: Charterhouse Holdings wanted a visual showstopper in its state of the art corporate headquarters and distribution centre.

Solution: The company installed an Optoma EH504 projector and rear projection vinyl to display footage on its glass partition walls that would maintain the light airy feel of its new suite.

Results: Daniel Bruckshaw, IT Infrastructure Manager, said: "Expecting an 88% transparent surface to work well with any projector is a tough task, but the Optoma does the job perfectly."

Background: Charterhouse Holdings plc was founded in 1970 and has a rich history in garment manufacture. It operates two successful brands - Kustom Kit and Xpres. Kustom Kit is one of Europe's largest supplier of high quality corporate, promotional and sportswear. Xpres is a market leader in the visual communications industry.

Type of Solution



The company installed transparent rear projection vinyl onto the glass with a transparency of 88% and an Optoma EH504 projector.

The Challenge

Charterhouse Holdings wanted a visual showstopper in its state of the art corporate headquarters and distribution centre.

So that it maintained the light airy feel of the new suite, the business wanted to use its glass partition walls to project footage of its key brands on. This would need a bright projector to counter the ambient light in the room.

The Solution

The company installed transparent rear projection vinyl onto the glass with a transparency of 88% and an Optoma EH504 projector.

‘ Having installed an Optoma EH320UST ultra short throw projector for use in our new suite’s meeting area, we were very impressed with both the colour reproduction and the screen size that we could achieve considering the lack of ceiling space available. So we opted for the EH504 projector for this installation. ’

Daniel Bruckshaw, IT Infrastructure Manager, Charterhouse Holdings

Delivering Full HD image quality, the EH504 boasts a brightness of 5,000 lumens and features multiple digital connection options, with two HDMI inputs on rear and one hidden HDMI for the optional HDCast Pro dongle. For more complex installations, this projector is equipped with a large zoom range, vertical lens shift and a built-in geometric adjustment feature - ideal for uneven walls or where a projector placement is awkward and needs to be installed at an angle.

On the vinyl, Daniel added: “We looked at using vinyl film with 50% transparency but we didn’t want to cover the glass partition wall too much and ruin the overall look of the room - but this did represent a real challenge for the projector in terms of the image quality and clarity.”



The Results

Daniel Bruckshaw, IT Infrastructure Manager for Charterhouse Holdings, had the following praises for Optoma:

‘The EH504 is superb. The colour reproduction and brightness is unlike anything I’ve ever seen. ’

‘I can’t honestly see us using any other brand from now on. ’

‘Expecting an 88% transparent surface to work well with any projector is a tough task, but the Optoma does the job perfectly. Colours aren’t washed out like other projectors. I don’t know of many products which would be able to give as good a result as this when there’s not much to “catch” the image and prevent bleed-through. ’





Optoma Europe Limited
Registered Office at 42 Caxton Way, Watford Business Park, Watford, WD18 8QZ, United Kingdom
Tel: +44 (0) 1923 691800
Fax: +44 (0) 1923 691888

www.optoma.com

For more information on Optoma solutions, visit www.optoma.com

The above information regarding third party evaluation and recommendation provided in this document is for your information. Since third parties provide the information to Optoma Europe Limited ("Optoma") and Optoma relies on the information, Optoma makes no guarantee that such information is reliable.

Any third party products or services that are provided with any Optoma product are provided "as is". Optoma makes no representation, warranty or guarantee whatsoever in relation to the third party products or services and Optoma assumes no liability whatsoever in relation to the third party products and services.

Copyright © 2014, Optoma and its logo is a registered trademark of Optoma Corporation. Optoma Europe Limited is the licensee of the registered trademark.

All other product names and company names used herein are for identification purposes only and may be trademarks or registered trademarks of their respective owners. Errors and omissions excepted, all specifications are subject to change without notice. DLP®, BrilliantColor™ and the DLP logo are registered trademarks of Texas Instruments. All images are for representation purposes only and may be simulated.

Image copyright ©Daniel Bruckshaw, Charterhouse Holdings plc