



You might expect, for ISE 2016, to see a wide range of **BenQ display solutions** including video walls with super-slim bezels, “omnidextrous” professional-grade installation projectors, and multi-touch interactive high-resolution LFDs will be demonstrated for commercial, institutional, and consumer applications.

But in addition to its hardware, **BenQ will use ISE as a launch pad to highlight its software integration capabilities** that results in specialized systems-- including projectors with a laser light source, smart displays controlled by an app to manage and show content from USB sticks, Rec. 709 home theatre projectors, and a wireless plug-and-play presentation technique.

“This year at ISE, we are excited to share not only our display hardware leadership, but our elegant software engineering and vertical integration,” says Pete Wang, President of BenQ Europe. “What we’ll show are the results of our focus on brilliant quality and design, enabling our partners to provide the exact solution for each customer and to install wondrous visual displays in more places than ever before.”

BenQ is promising a spectacular sensory experience at ISE 2016, as they stage a Club Lounge with a video DJ booth, digital cocktail bar, and interactive dance learning-- filled and surrounded with state-of-the-art displays. BenQ will also present reference home cinema and smart meeting room and classroom demonstrations.

Powering **the BenQ Club Lounge at ISE 2016** will be the following innovations:

- **360° and Vertical Projection Enabled by Laser Light.** Offering ultra-brightness, 20,000-hour long-lasting operation, and a lamp-free solution from the breakthrough laser light source, **LU9715** and **LU9235** laser projectors are uniquely able to project vertically and omni-directionally, and open brand-new opportunities to project in different and novel ways. BenQ says the “revolutionary laser light engine delivers distinctively intense, yet natural colour performance and green eco-friendliness by minimizing lamp replacement, hazardous materials, and energy consumption.” A suite of features including broadcast 3G-SDI and HDBaseT connectivity, embedded edge blending / warping, and multiple lens options are included in the BenQ advanced laser projection systems.



- **Image Wrapping Projection via PX9710** professionally built for large venue installations with the performance of XGA resolution at 7700 ANSI lumens with dual-lamp design, PX9710 provides the flexibility of seven optional lenses and two changeable colour wheels. HDBaseT connectivity combines long-distance video, audio and device control from multiple sources into a single connection, distinguishing the PX9710 as the most capable projection solution in its class with long-lasting high-contrast image quality and virtually no colour decay.

- **Software Solution** to Edit, Manage, and Display Professional Digital Signage Content. Digital signage with **X-Sign**, a BenQ software platform that allows fingertip management, editing, and display of media content with the ease of an app. Combined with

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ST550K 4K smart display with plug-and-play USB flash drive playback, X-Sign provides endless retail and entertainment signage possibilities.

• **4K Projector and Videophile-Grade Home Theatre.** BenQ will introduce the flagship **W11000 4K UHD reference-grade home theatre projector** at ISE 2016. Equipped with big zoom and extreme H/V lens shift capabilities, its installation flexibility transforms any home into a true cinema. Additionally, visitors of ISE can see a new entry in BenQ's Home Entertainment series: The W8000 is engineered, built, and individually calibrated to deliver precise Rec. 709 colour and performance for an authentic movie-going experience the way filmmakers intended. And with five optional lens choices, W8000 fits into any home cinema room.

• **Plug-and-Play Wireless Streaming** of Full HD Presentations in Corporate Meetings. With just a quick connection and the push of a button to start presenting, **InstaShow** allows multiple presenters to immediately switch wirelessly projecting Full HD content without driver installation or extended cable runs. Its 5GHz 802.11ac WiFi operation ensures absolutely smooth wireless streaming without lag or buffering.

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