

# Enhancing Screen Golf Practice with High-Brightness Laser Projectors

Case Study

2024.3



## ViewSonic Enhances Screen Golf Practice with High-Brightness Laser Projectors for a Realistic Experience



**"As a store operator, cost is a top priority, and the ViewSonic projector offers significant savings on maintenance costs, such as lamp replacement and cleaning. Our customers, like myself, are pleasantly surprised by the impressive brightness and vivid colors produced by this compact projector." - Kim Seong-hui, ViewScreen's owner**

### **ViewScreen Screen Golf Center**

- Location: 4F 102, Pyeongsan-ro, Uichang-gu, Changwon-si, Gyeongsangnam-do, Republic of Korea
- Interviewed: Kim Seong-hui, ViewScreen's owner
- Industry: Indoor Sports & Entertainment



### **Challenge**

1. The 3LCD lamp projectors utilized in the seven installations at the golf center are aging, and their image color is turning yellowish, leading to customer complaints.
2. Image quality is crucial for golf simulation, requiring high brightness, vibrant colors, and sharp resolution to create realistic, immersive experiences for customers.
3. 3LCD lamp projectors require frequent lamp and air filter replacement, increasing operational costs, maintenance efforts, and causing downtimes.

### **Solution**

1. The [LS740HD](#), a high-brightness laser projector, offers 5,000 ANSI lumens, 1080p Full HD resolution, and vivid colors.
2. The DLP projector is resistant to color decay, ensuring long-lasting color performance for true-to-life viewing experience.
3. This lamp-free projector eliminates the need for lamp replacements and employs DLP technology with a sealed engine, thereby obviating the need for air filters.

### **Result**

1. The newly installed projectors enhance image quality, thereby increasing customer experience and satisfaction.
2. The lamp-free light source, combined with the sealed engine design that eliminates the need for air filters, reduces maintenance time and costs for the equipment.

# Full Story

# ViewSonic Enhances Screen Golf Practice with High-Brightness Laser Projectors for a Realistic Experience



*ViewScreen is committed to providing an immersive golfing experience.*



*The 3LCD projectors began to develop a color decay issue over time, causing the images to turn yellowish.*

## Background

Established in 2017, the ViewScreen Golf Center is a premier indoor golf facility in Changwon, South Korea. It offers golf enthusiasts a dedicated space equipped with cutting-edge golf simulators for practice sessions that closely simulate real-life golf experiences. Drawing an average of 1,000 customers each month, ViewScreen is committed to providing an immersive golfing experience.

## Challenge

Achieving a high-quality image with vibrant and vivid color plays a significant role in enhancing the overall golfing experience. Hence, ViewScreen incorporated 3LCD lamp projectors in each room to closely simulate real-life golf practice experiences. However, over time, these projectors began to develop a color decay issue, causing the images to turn yellowish. The poor image quality led to customer dissatisfaction, resulting in numerous complaints.

Moreover, the screen golf center operates for long hours, leading to a significant issue with their current 3LCD lamp projectors. The lamp-based design of these projectors causes the image's brightness to deteriorate after three years of use, requiring frequent lamp replacements. Frequent lamp replacement is not only time-consuming but also costly. Such necessary maintenance tasks can result in unavoidable downtime, significantly increasing operational costs and negatively impacting operational efficiency.

In addition to the declining image performance over time, 3LCD projectors also required air filters to prevent dust from entering the engine. Accumulated dust on these filters hindered heat dissipation, causing the fan speed to accelerate and noise levels to increase. Therefore, the regular cleaning or replacement of these filters was necessary, adding additional cost and stress to maintenance.

## ViewSonic Enhances Screen Golf Practice with High-Brightness Laser Projectors for a Realistic Experience



*The LS740HD utilizes Digital Light Processing technology, addressing color decay issues and ensuring long-lasting color performance*



*The LS740HD boasts 5,000AL brightness and 1080p resolution, perfectly displaying lifelike colors for an immersive golf simulation*

### **Solution**

ViewScreen decided to replace their existing projectors with the more advanced and sustainable ViewSonic's LS740HD laser projector. With its impressive 5,000 ANSI Lumens brightness and 1080p full HD resolution, the LS740HD ensures that every detail is crisp and vivid, perfectly displaying lifelike colors of grass and sky essential for an immersive golf simulation.

Leveraging superior Digital Light Processing (DLP) technology, the LS740HD distinguishes itself from traditional 3LCD projectors by addressing color decay issues and ensuring long-lasting exceptional color performance, preventing images from yellowing over time.

Its lightweight design simplifies transportation and installation and features a sealed engine that eliminates the need for air filters. Coupled with a lamp-free light source, it significantly minimizes maintenance time and costs as it does not need any lamp replacement. Furthermore, the projector's improved luminous efficiency lowers both power consumption and heat generation, resulting in quieter operation due to reduced fan noise, and thus enhances the playing environment, allowing players to concentrate more on their game.

## ViewSonic Enhances Screen Golf Practice with High-Brightness Laser Projectors for a Realistic Experience



*ViewScreen has taken its golfing experience to new heights with the ViewSonic projectors*



*The switch to lamp-free projector improved ViewScreen's operational efficiency*

### **Result**

ViewScreen has taken its golfing experience to new heights with the ViewSonic projectors, bringing to life visuals so vibrant and colors so vivid that practice sessions feel as if you're in the golf course. This improvement in quality has not only made customers happier but also attracted more visitors.

The switch to lamp-free projector also improved ViewScreen's operational efficiency, simplifying maintenance by removing the need for lamp replacements, thereby cutting down on maintenance time and costs. Moreover, the sealed engine design of the projectors ensures deeper game immersion by eliminating annoying fan noise and dust accumulation without the need for air filters. This results in a cooler, quieter, and more focused environment for players. This upgrade offers immediate and long-term benefits to both ViewScreen and its customers, improving the overall experience for everyone.



**"As a store operator, cost is a top priority, and the ViewSonic projector offers significant savings on maintenance costs, such as lamp replacement and cleaning. Our customers, like myself, are pleasantly surprised by the impressive brightness and vivid colors produced by this compact projector."** - Kim Seong-hui, ViewScreen's owner

**Thank You**