



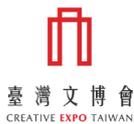
ViewSonic  | Case Study

Creative Expo Taiwan Delivers an Immersive Exhibition with ViewSonic Projectors and LED Displays



“Whether it’s brightness, focal length, or overall performance, I’ve found ViewSonic projectors to be incredibly versatile. They were designed with flexibility in mind, making it easy to adapt and layer them in different ways. This allows us to create dynamic, flexible displays that truly bring our art exhibition spaces to life.”

— Ya-Lun Peng, Co-Curator



► Creative Expo Taiwan

► Location

Taipei, Taiwan

► Interviewed

Taiwan Design Research Institute
— President
Creative Expo Taiwan
— Chief Advisor & Curators

► Industry

Art Exhibition

► Challenge

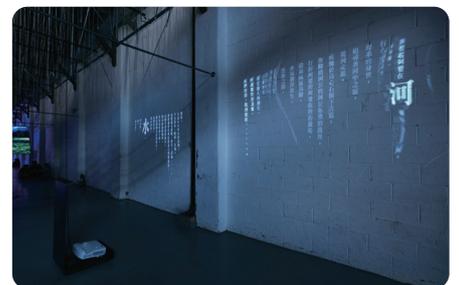
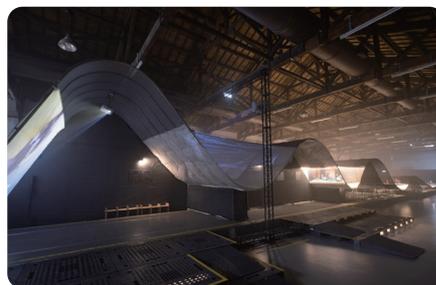
1. Create **consistent immersive projection** in an open hall despite strong natural light.
2. Support the designers' creative concepts that require **projection onto irregular surfaces** despite limited projection angles and booth constraints.
3. Deploy a large, high-resolution display for a pop-up concert with **minimal setup time and space**.

Background

Creative Expo Taiwan is the country’s leading annual fair for cultural and creative industries. The 2025 edition, themed “Water Scapes,” explored water as a vital part of daily life and a force shaping Taiwan’s cultural ecology. To bring the cultural narrative and artists’ visions to life, the exhibition’s team partnered with ViewSonic’s visual solution technologies to deliver sensory experiences and nuanced details.

Challenge

As an art exhibition, delivering a consistent and immersive experience for the audience is crucial. Creative Expo Taiwan featured artworks from multiple artists, each presenting distinct visual requirements. The open exhibition hall presented a challenge in maintaining image clarity and color vibrancy, as natural light interfered with the visibility of intricate details. One installation exploring the River concept required projection onto irregular silk surfaces, creating a dual-sided viewing experience within limited projection angles. Beyond these static installations, a one-time pop-up concert required large, high-resolution displays to be installed under strict time and space limitations.



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“Our vision was to capture the spirit of water, using projection gauze to create a delicate, double-sided translucent effect. We are delighted to have brought this vision to life, revealing the gentle interplay of light and shadow with the soft hues of an underwater glow”

— Yashin Tzeng, Curator of Creative Expo Taiwan 2025 - The Spirit of Water

Solution

1. **ViewSonic LS960WU high-brightness laser projector**, with 8,500 ANSI Lumens and up to a 300” screen size, ensured an immersive viewing experience for the audience.
2. **ViewSonic LS832WU ultra short throw laser projector** delivers a 100” image from 28 cm, offering 360-degree projection for flexible installation.
3. **ViewSonic LDS138-151 Foldable All-in-One LED Display** features a fully pre-assembled 138-inch screen with an integrated control system that fits into standard elevators and sets up in just 10 minutes.

Result

1. **Consistent, high-brightness projection** strengthened the exhibition’s visual identity and reinforced its artistic concept.
2. **Vivid projection and clear audio performance** delivered an immersive experience for audiences throughout the large exhibition hall.
3. **Elevated the concert’s visual impact** and earned curators’ confidence with on-time installation and impressive performance with foldable 138” LED display

Solution

To overcome these challenges, Creative Expo Taiwan partnered with ViewSonic to integrate high-performance projection and LED display solutions that achieved visual impact, flexibility, and installation efficiency.

The LS960WU high-brightness laser projector delivers 8,500 ANSI Lumens and up to a 300-inch screen size, ensuring vivid visuals and an immersive atmosphere even in naturally lit areas of the venue.

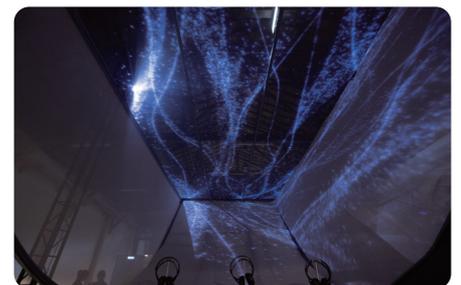
The LS832WU ultra short throw projector produces a 100-inch image from just 28 cm, with 360-degree projection and keystone correction for flexible mapping on irregular surfaces within tight booth layouts. Both projectors, powered by a 0.67” DMD chip and SuperColor, provide sharp contrast and vibrant color reproduction.

For the pop-up concert, the LDS138-151 Foldable All-in-One LED Display stood out with its Full HD resolution and 600-nit brightness, delivering an impressive visual impact. The 138-inch foldable screen, pre-assembled with an integrated control box and motorized stand, fits easily into standard elevators and can be set up in just 10 minutes—ideal for the concert’s tight installation schedule.



Result

The collaboration showed how ViewSonic’s ProAV solutions turn creative concepts into immersive experiences. High-brightness laser projectors and All-in-One foldable LED displays delivered reliable performance, supporting both the exhibition and the concert under challenging conditions. By combining flexibility with precision, ViewSonic met the event’s technical demands while enhancing the audience experience.



[Watch Video](#)



Founded in California, ViewSonic is a leading global provider of visual solutions and conducts business in over 100 countries worldwide. As an innovator and visionary, ViewSonic is committed to providing comprehensive hardware and software solutions that include monitors, projectors, pen displays, commercial displays, All-in-One LED displays, ViewBoard interactive displays, and myViewBoard software ecosystem. With over 35 years of expertise in visual displays, ViewSonic has established a strong position for delivering innovative and reliable solutions for education, enterprise, consumer, and professional markets and helping customers “See the Difference.” To find out more about ViewSonic, please visit www.viewsonic.com.