



ViewSonic  | Case Study

# ViewSonic Laser Projectors Enhance Friends Screen's AI Golf Simulation Experience



*"This collaboration with ViewSonic stems from our shared commitment to high quality and innovation in our respective fields. By working together, we enhance the realism of golf simulation visuals, delivering a more authentic swing experience for players."*

— Kuang-Su Yang, Founder & CEO



## Friends Screen

### Location

Taipei

### Interviewed

Kuang-Su Yang, Founder & CEO of Friends Golf

### Industry

Indoor Golf

### Challenge

- 1. Bright, open simulation bays** required high-brightness projectors to maintain vivid, realistic visuals.
- 2. Limited ceiling space** required precise projector alignment to maximize use of available area.
- Daily operation demanded a **reliable, low-maintenance system** to reduce costs and minimize downtime.

## Background

In 2025, Korean indoor golf brand Friends Screen entered the Taiwan market, driven by the surging popularity of indoor golf in Korea and its own growing market value. By opening its first venue in the heart of Taipei, the company set out to recreate its premium indoor golf experience for local golf enthusiasts, corporate groups, and social gatherings.



## Challenge

Recreating a lifelike golf experience in a bright and open venue presented new challenges for Friends Screen. The Taipei location features strong ambient light that makes it difficult to maintain image clarity and color depth across wide projection areas.

Installation was equally demanding, with limited ceiling height that required exact mounting angles to optimize space and visual alignment.

In addition, Friends Screen needed a reliable, low-maintenance solution for extended daily operation. The Taipei location wanted a setup that provides balanced long-term stability, energy efficiency, and consistent performance to deliver a premium experience for hobbyists and business clients alike.



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## ► Solution

- 1. ViewSonic LS740HD high-brightness 1080p laser projectors** with **5,000 ANSI Lumens** and Golf Mode.
- 2. 1.3x optical zoom, keystone correction, and four-corner adjustment** for flexible installation in any spaces.
- 3. With 30,000-hour lifespan** and **energy efficiency up to 50%** to ensure reliable long-term performance.

## ► Result

- 1. Ultra-realistic, real-time visuals** gave players lifelike feedback and a more engaging experience.
- 2. Precise, space-efficient setup** maintained consistent image quality and performance across simulator bays.
- 3. Reliable operation** supported diverse events and strengthened the venue's appeal to players and business clients.

## Solution

To overcome these challenges, Friends Screen partnered with ViewSonic to deploy a customized projection solution for immersive indoor golf simulation. Across its VIP rooms and hitting bays, the company integrated ViewSonic's LS740HD laser projectors, selected for their high brightness, vivid color performance, and reliable operation in high ambient light environments.

Delivering 5,000 ANSI lumens and high native contrast, the ViewSonic LS740HD keeps visuals crisp and realistic even under strong ambient light. Its dedicated Golf Mode enhances turf tones and green textures and brings each course to life with natural visual depth and clarity.

Compact and adaptable, the ViewSonic LS740HD supports 1.3x optical zoom, 360-degree projection, and keystone correction that enables precise alignment in areas with limited ceiling height and floor space. This flexibility simplified installation while preserving visual consistency across simulator bays.

Built with third generation laser technology, the ViewSonic LS740HD delivers improved energy efficiency and a 30,000-hour light source lifespan. Its DLP-based, filter-free optical engine with an IP6X dustproof rating ensures stable color performance and long-term reliability to minimize maintenance and downtime during continuous daily operation.



## Result

With the new projection system, Friends Screen Taiwan recreated its signature indoor golf experience in a bright, open venue. Now complete, the installation delivers vivid, consistent visuals across every simulator bay to give players a realistic and engaging experience throughout the day. Reliable performance and low maintenance operation allow the venue to serve customers smoothly with near zero downtime. The setup reduces operational costs and improves overall efficiency. Its main result is a premium indoor golf destination that enhances customer experience and reinforces Friends Screen's brand presence in Taiwan's growing golf simulation market.



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