



ViewSonic  | Case Study

Transforming Cultural Storytelling in Lombok with ViewSonic Immersive Projection



"I am very satisfied with the projection results. The projection is very natural and realistic which represents the storytelling we want to perform."

— Prof. Hamsu Kadrlyan, Owner Ruarasa



Ruarasa Lombok Immersive Edupark

Location

Lombok, Indonesia

Interviewed

Prof. Hamsu Kadrlyan
— Owner Ruarasa
Faishol Hakam
— Producer Holution

Industry

Art Space

Challenge

- 1. Indoor galleries and outdoor arena** with different lighting conditions
- 2. Large-scale, high-contrast projection** within a 10 × 10 meter Hyper Cinema
- 3. Seamless video mapping** across multiple immersive zones
- 4. Flexible installation and reliable operation** for daily public programs

Background

Located in Lombok, Indonesia, Ruarasa Lombok Immersive Edupark is a cultural destination that blends local heritage with modern technology to bring the island's history to life.

Through immersive media and storytelling, the park offers a range of attractions including a Mini Museum, Art Gallery, Hyper Cinema, Immersive Playground, and Creative Hub. It also features the outdoor Presehan Arena, where visitors can experience traditional combat arts dating back to the 13th century.

Challenge

The installation needed to support immersive projection across both indoor galleries and the outdoor Presehan arena. These environments presented different lighting conditions and spatial constraints, requiring a projection setup capable of maintaining consistent visual quality in each space.

The venue's 10 × 10 meter Hyper Cinema, with a 6-meter ceiling, introduced another challenge. The space required large-scale projection capable of delivering bright, high-contrast visuals across multiple surfaces while maintaining image clarity.

In addition, the system needed to support precise video mapping across several immersive zones while remaining flexible to install and reliable for continuous daily operation.



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Solution

- 1. Deployment of LS950-4K, LS600WU-ST, and LSD400HD-ST** laser projectors across the venue
- 2. LS950-4K** delivering 7,100 ANSI Lumens and true 4K resolution for the Hyper Cinema
- 3. Short-throw projection** enabling large images in space-constrained immersive areas
- 4. Easy installation with keystone correction and lens shift** for precise image alignment

Result

- 1. Engaging visitor experiences** through immersive cultural storytelling
- 2. Consistent visual quality** across indoor and outdoor environments
- 3. Reliable performance** supporting daily programs and special events
- 4. Stronger positioning as a modern destination** for Lombok's cultural heritage

Solution

Ruarasa partnered with ViewSonic to deploy LS950-4K, LS600WU-ST, and LSD400HD-ST laser projectors across the venue. With high brightness, flexible installation options, and a long-lasting laser light source, the projectors deliver clear and consistent visuals throughout the different experience areas.

For the Hyper Cinema, the LS950-4K projector provides the brightness and resolution required for large-scale immersive projection. With 7,100 ANSI Lumens and true 4K resolution, it fills the space with sharp, high-contrast imagery, creating a strong cinematic focal point.

In other areas of the park, the LS600WU-ST and LSD400HD-ST short-throw projectors produce large images even in space-constrained settings. Features such as keystone correction and lens shift simplify installation and help maintain precise image alignment across the immersive zones.



Result

The immersive projection experience transforms the venue into a dynamic environment where Lombok's history and culture unfold around visitors. Large-scale visuals extend across the space, allowing stories, landscapes, and traditions to be experienced in a more engaging and interactive way.

At the same time, the reliability of ViewSonic's laser projectors supports the venue's daily operation. With minimal maintenance required, the team can run regular programs and special events smoothly.

Together, immersive storytelling and dependable projection technology help Ruarasa Lombok offer visitors a distinctive cultural experience that blends tradition with contemporary media.



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