

ViewSonic Laser Projectors Create Immersive Journey Through Malaysian Heritage



"A captivating multi-room digital environment that brings Malaysia's heritage, tropical rainforests, and native wildlife to life."

— **Sultan Abdul Samad Building, Kuala Lumpur**

Sultan Abdul Samad Building

- **Location:** Kuala Lumpur, Malaysia
- **Partner:** Dantronics
- **Audience:** General public, international tourists, historical societies, digital art enthusiasts

Challenge

Creating a highly engaging, rotating digital exhibition inside the historic Sultan Abdul Samad Building without modifying the protected architecture or cluttering visitor pathways.

Solution

Designing an immersive 360-degree projection gallery using **ViewSonic LSC600WU-ST, LS740W, and LS711W laser installation projectors**, combining short-throw projection with flexible installation capabilities to accommodate the historic venue.

Result

A captivating multi-room digital environment that brings Malaysia's heritage, tropical rainforests, and native wildlife to life, maximizing visitor interaction while maintaining layout flexibility.



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Short throw laser projectors map floor-to-ceiling cityscapes celebrating Malaysia's heritage.



The technology acts as the digital heartbeat for two main themed interactive zones.

Background

The Sultan Abdul Samad Building in Kuala Lumpur, Malaysia, is a landmark where six heritage buildings come together. It is situated across from the historic Independence Square. Dantronics, an AV solution provider and system integrator, was tasked with helping open public access to the historic interior by turning its exhibition spaces into immersive digital art galleries and themed storytelling exhibitions for international tourists, historical societies, digital art enthusiasts, and the general public.

Challenge

Creating a highly engaging, rotating digital exhibition inside the historic Sultan Abdul Samad Building required seamless, borderless canvas projections that could celebrate Malaysia's cultural diversity through vibrant, color-rich storytelling without modifying the protected architecture or cluttering visitor pathways.

The small, high-traffic immersive rooms also meant conventional projection setups could cast large shadows when visitors stood near the walls. These required a short-throw projection approach that could work within tight spaces and around structural constraints.

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Solution

To address the structural constraints and create a completely enclosed sensory space, the venue deployed **ViewSonic LSC600WU-ST short throw laser projectors** in tight spaces to map interactive floor-to-ceiling cityscapes and cartoon animations. With 6,000 ANSI lumens of brightness and a 0.44 short throw ratio, the projectors can produce large images from a short distance, helping minimize shadow interference as visitors move through the rooms. The immersive content features famous locations such as Petaling Street, River of Life, and Kampong Bharu, highlighting Malaysia's rich multi-ethnic history through rotating digital art.

ViewSonic LS740W and LS711W laser installation projectors were also strategically positioned to cover large-scale panoramic displays, weaving seamless visuals of Malaysia's tropical rainforests across multiple surfaces and structural corners. Both models support flexible installation features such as H/V keystone correction and 360-degree projection, while the LS711W also features a 0.52 short throw ratio. Together, the projectors support lifelike projection mapping of majestic Malayan tigers, roaming deer, hornbills in flight, and an interactive center-stage orangutan installation.



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Lifelike projection of Malayan tigers immerses visitors in a simulated rainforest.



Wall-mounted, short-throw projection keeps floor space entirely open for visitors.

Result

The immersive digital galleries now envelop audiences in the environment, creating memorable first impressions as digital storytelling brings Malaysia's heritage, tropical rainforests, and native wildlife to life across multiple themed zones.

The laser light sources provide long operating lifespans of up to 20,000 to 30,000 hours, depending on the projector and operating mode, reducing the need for lamp replacements and ongoing maintenance. Wall-mounted and short-throw projection also keeps valuable floor space open for visitors while giving curators greater flexibility to rotate exhibition content without having to rearrange projection hardware.



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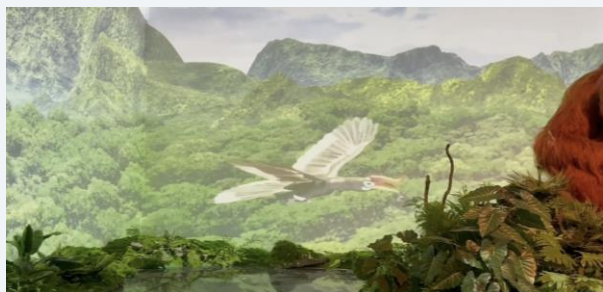
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Impact

Total Immersion:

Audiences are completely enveloped by the environment, creating memorable first impressions and increasing the time visitors spend exploring the exhibitions.

Long-Lasting Laser Projection:

ViewSonic laser projection technology provides up to 20,000 to 30,000 hours of light-source life, depending on the projector and operating mode, reducing maintenance requirements and eliminating conventional lamp replacements.

Open Floor Space, Flexible Layouts:

Wall-mounted and short-throw projection keeps valuable floor space open for visitors while allowing exhibitions to rotate content without having to rearrange projection hardware.

