

# > CASE STUDY

## ViewSonic Projectors Bring Hyper-Realistic Vehicle Interior Experience to VinFast's Vietnam Unveiling Event



### Challenge

VinFast, Vietnam's first volume automotive manufacturer, required a high contrast, color accurate projector from a prestigious brand to highlight the interior experience of their vehicles using dome projection.

### Solution

Four PG800HD projectors were used for the dome projection to immerse the inquisitive crowd.

### Results

The four PG800HD high brightness, Full HD projectors presented the immersive experience to the crowd for two days without any issues.



### Customer Profile

VinFast, founded in 2017 by VinGroup, Vietnam's first volume automotive manufacturer made their big debut at 2018's Mondial de l'Auto in Paris. There, they revealed their first two vehicles, a sedan and SUV, with the help of David Beckham and Miss Vietnam 2018, Trần Tiểu Vy.

After their major international auto show debut in Paris, VinFast had no plans of slowing down. They drove straight ahead into a locally hosted event in Hanoi City, "Vietnamese Products Conquer Vietnamese Consumers", to unveil yet another new vehicle. Over 10,000 visitors attended, including Prime Minister Nguyen Xuan Phuc.



### PG800HD – 5,000 ANSI Lumens Installation Projector

- 1.15-1.5 throw ratio
- 1920 x 1080 Full HD resolution

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### The Challenge

At the Vietnam event, VinFast, in addition to unveiling another new vehicle, wanted to give the attendees a truly unique and immersive experience. Using dome projection, VinFast sought to provide a hyper-realistic environment to present their well-crafted vehicle interiors.

Proper dome projection is no easy task, as VinFast well knew. Complex projection comes with a complex list of requirements: Full HD resolution, 5,000 ANSI lumens or above, a throw ratio of < 1.5, and compatibility with the dome projection's software. Several models were tested, but only one prestigious brand came out on top.

### The Solution

VinFast knew that given the complex dome setup and the list of requirements no ordinary brand or projector would do. This point was quickly driven home after testing other company's projectors – which all suffered from stability issues. VinFast realized that they needed a prestigious brand to match their luxury brand. Enter ViewSonic.

With the help of ViewSonic professionals and partners, and consideration for the technical and physical requirements for high quality projection, it was decided that four PG800HD projectors would be used for the immersive dome projection experience.



### The Result

The four PG800HD high brightness, Full HD projectors presented the experience VinFast was looking for. The crowd was able to get a real feel for what it is like to be inside VinFast's luxury vehicles for two days without any issues.



For more information on ViewSonic's projectors, please visit: <https://www.viewsonic.com>

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