

Projection Mapping Uncovers Endless Opportunities to Engage Audiences with Their Environment



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UK, February 14, 2014 -- /[EPR NETWORK](#)/ -- Nic Whelan, Head of Business Development at Event Marketing Solutions, discusses the impact of the new technological trend of projection mapping on his clients' roadshows...

Once in a while a new technology trend takes hold and, before you know it, creative application has taken it to a whole new level.

Over the last few months [Event Marketing Solutions](#) has been working with projection mapping. If you are unfamiliar with the technique, here's a good explanation, courtesy of Wikipedia;

'Projection mapping, also known as video mapping and spatial augmented reality, is a projection technology used to turn objects, often irregularly shaped, into a display surface for video projection.'

So, what does this mean for the roadshow truck tour business?

This exciting new projection technique provides endless opportunities for engaging audiences with their environment

and can work both on the exterior of an exhibition truck and inside.

It can be used to add extra dimensions and create optical illusions as well as give the idea of movement to fixed objects. It can turn any surface into a dynamic video display and, control through a sensory device means that music can work with movement, creating a fully immersive experience for the onlooker.

Used on the exterior, and under nightfall, an exhibition truck can be transformed into a vibrant dancing 3D canvas with light projection used to give the appearance of movement, creating engaging imagery and stunning results. Here are some excellent examples that showcase how this can work:

http://www.youtube.com/watch?v=J8JqEci_pSc

<http://www.youtube.com/watch?v=oVSwf3XtrK0>

Lighting solutions specialist Mr Beam proves [here](#) just what is possible for roadshow truck interiors by transforming a living room into a 3D projection area with changing colours, patterns, textures and furniture.

It's not just the B2C brands that are hooked; EMS is currently working on B2B concepts to develop a new type of experience for business audiences based on projection mapping techniques.

But they are not the only ones to be inspired by projection mapping's potential to wow and engage. Last year Mercedes CLA showcased in several cities in Switzerland, using projection mapping to turn heads - lighting up the car's exterior with playful changing colours and graphics.

A creative mind can run wild with the myriad of opportunities available to us with projection mapping techniques, mesmerising and connecting visitors with their environment which changes right before their eyes.

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