

# Attracts customers to the store and also creates a store atmosphere



## Point 1 Projected signage at the entrance gives an eye-catching effect

**Users' benefit**  
Project bright signage onto a large screen

**Supporting feature**  
Dual-axis rotating lens, Ultra-short-throw

FP-Z5000 provides a large 300-inch projection from a 2.3-meter projection distance. Projecting guidance signs such as a logo and a design that matches the pattern of the store entrance and store aisles effectively supports the store's customer service. It draws customers' attention and encourages them to visit the store.



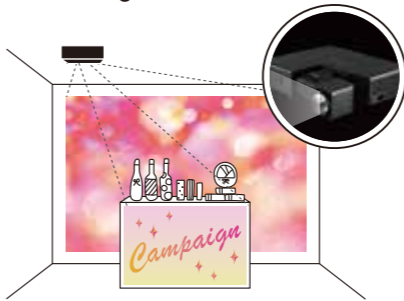
Projection is achieved from an inconspicuous position!!

## Point 2 Effectively promotes sales and campaigns

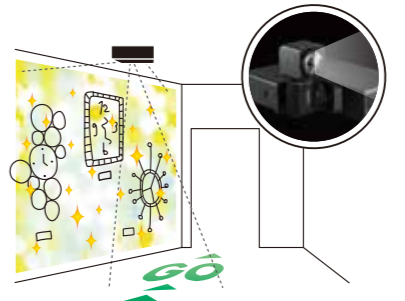
**Supporting feature**  
Dual-axis rotating lens, Class-leading shift range, Ultra-short-throw

**Users' benefit**  
A single projector installation provides customers timely information of each campaign through video projection

As FP-Z5000 is an ultra-short-throw projector, it can project a large screen even in a small promotion spaces. If you put extra effort into developing video contents, a single projector can create guide signs for your store on the aisle and also decorate product shelves with video projection. It is useful to create an atmosphere inside the store based on your idea; for example, it allows the creation of a seasonal atmosphere with video content of dancing cherry petals in spring, or of Santa appearing behind products during the Christmas season. It can also create eye-catching advertisements with visual content for sales and discount information, which is something different from a POP advertisement.



Projection to a wall and displayed products.



Guide sign and projection to products

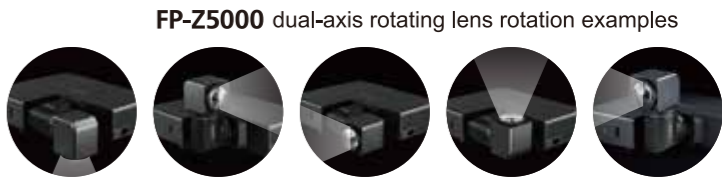
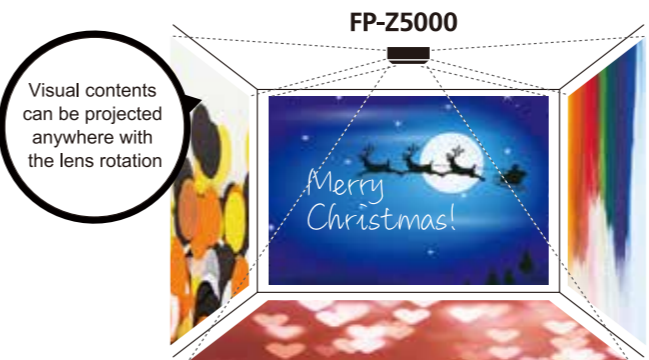


Atmosphere creation depending on circumstances

Create effective eye-catching atmosphere with visual content

**Users' benefit**  
Adds visual effects to create a seasonal atmosphere without disturbing instore decorations

The class-leading lens shift range of FP-Z5000 has improved the flexibility of the projector's installation position and allowed for installation out of visitors' sight. This allows the installation of a projector without spoiling the in-store atmosphere. Also, the dual-axis rotating lens enables you to switch projection screens from the same installed position by rotating the lens and mount axis. A wide variety of atmospheres can be created by adding visual effects to create a seasonal in-store atmosphere.



Does not disturb in-store atmosphere with flexible projector installation

See detailed product features.

