

EXPLORING AV TRENDS AND TECHNOLOGIES WITH OPTOMA

Interview with Gordon Wu, Vice President, APAC and China, Optoma

*The adaptive Indian pro AV market is leading AV trends with rising demands. With more innovations happening around the pro AV segment, especially in projectors and LEDs world, the country is witnessing the transformation faster than ever before. AV-ICN Expo Magazine brings you an exclusive interview with **GORDON WU**, Vice President, APAC and China along with **VIJAY SHARMA**, Managing Director, Optoma India, to share the brand's commitment towards analysing these growing demands in the Indian pro AV market and introduce innovative AV technologies based on the local needs. Gordon Wu shares his knowledge of Optoma as a brand and what can its users expect in the coming years.*



1. What are the key trends and opportunities in the APAC and China regions for OPTOMA and how is the company addressing them?

Gordon Wu: The impact of Covid-19 has significantly transformed every industry. Following nearly three years of global lockdowns, travel—both domestic and international—has surged. New trends have emerged, including cultural tourism and museum exhibitions, leading to a noticeable increase in activities here in India. We are seizing these opportunities, evident in our latest offerings. We're introducing high-brightness projectors, including a 20,000 lumens WUXGA model and an 8,000 lumens 4K model, along with blending projectors for large screens and

Interactive Flat Panels (IFPs). Importantly, we don't just supply hardware; we also offer software solutions. One of our key software products, OMS, is designed for the AV industry, allowing users to monitor and manage all devices, including projectors, flat panels, and LEDs. In the future, we plan to enhance this further by integrating devices from other brands. Our goal is to create a comprehensive ecosystem for the entire AV industry, going beyond.

2. India is emerging as a powerhouse of manufacturing, and many AV brands are trying to establish the facilities in India as well. What's your take on India as a manufacturing hub?

Gordon Wu: 'Make in India' is very

important today and we are aware of that. We are also currently in discussion with major manufacturers here to see where we could go next in Optoma's journey. Our team in India, is excited and prepared for that. So, it can be IFP panel or projectors, we are in touch with the industry about the manufacturing possibilities and are undergoing certain evaluations as well. Once we find the perfect opportunity, we will definitely go ahead.

3. With such advancements and pro AV growth in India, how does Optima plan to create a strong foothold in the pro AV industry?

Vijay Sharma: I think the product line up that we have in the industry is one



of the best, starting from the fixed lens projector from 6000 lumens up to 10,000 lumens. Not only the 2K segment, but we also launched the 4K, as showcased at InfoComm India this year, which is the industry's first 4K laser, 8500 lumens, both in long-throw as well as in short-throw. So, the flexibility to the customers what we offer in the fixed lens category is huge. Entering the interchangeable lens categories, we also have projectors starting from 11,500 lumens up to 22,000 lumens, interchangeable lens options. The solutions that we offer with these line-ups are exceptional for covering the pro AV space because this is one of the fastest growing segments currently. We, as a brand, are committed to it and are fulfilling the product requirements of the pro AV market in India.

4. How is Optoma innovating to meet the growing demand for immersive and interactive visual experiences?

Vijay Sharma: From both projectors as well as from the display point of view, there is a huge area of development where we see the government also investing with the digitization of the landscapes, which was pending since a long time and has started happening now. As a brand, we introduced our projectors, emerging along with the solutions that many integrators have with them as well as the interactive flat panels or displays, to accomplish the growing requirements.

Gordon Wu: To add, what we're trying to do is provide total solutions. Other brands probably either have projectors, LED, or IFP, but we have all. On top of that, we also

have software to control multiple devices, which allows our potential customers, designers, integrators or users to enjoy a user-friendly interface while working on Optoma Projectors. They can manage all their devices easily at once. So, I would say that's how we differentiate from other competitors as well.

5. What role do you see Optoma playing in the growing demand for LED displays and what products or solutions is the company offering in this space?

Vijay Sharma: In the display segment, recently only we introduced our digital signage at InfoComm India, presenting it as our first showcase in the country. We introduced the 55-inches up to 98-inches N-Series as we understand the segment's high-rising demands. Starting with our signage solutions, we will also be coming up with our all-in-one large displays of 135- or 163-inches, maybe next year, while also exploring other customized solutions to bridge the gap, leading the customers to explore all innovative solutions available in the pro AV market.

With the introduction of our latest digital signage series, we are targeting both the corporate and the retail segments because these products also have 24/7 feature with 450-nits brightness, having in-built Android OS. It also supports the OMS where it can cover different setups in different cities through cloud or if it is in the same

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devices having multiple locations, it can be controlled with the LAN.

6. Can you discuss any notable projects or installations in India that Optoma has been a part of?

Vijay Sharma: In the past year in India, we executed a 360-degree projection at Devlok Manali, highlighting Himachal tourism. Visitors can enjoy a captivating projection experience there. Another significant project by Optoma took place at Gobindgarh Fort in Amritsar, where we mapped the entire fort using four Zu1900 projectors. Recently, we also completed projection mapping with about 15 projectors at Shirdi Sansthan in Maharashtra. Our brand image has solidified our position as a leading player in the Indian pro AV sector, and exhibitions like PALM and InfoComm have allowed us to demonstrate our capabilities and products to customers.

7. How does optimum balance global product development with regional market needs and preferences?

Gordon Wu: According to me every region in every country has different demands, different cultures, and different habits but overall, what we're trying to do is develop a platform globally like OMS, OSS, or high brightness projectors with various lens options available. On top of that, we also provide customization for regions, for instance, they might need different customised contents or different software. We have local teams in major countries like India, China, Korea, or Australia to understand what's really needed locally. So, our teams work on creating global projects and at the same time focus on localisation and customisation.

8. Can you share any plans for new product launches or innovations in the pipeline for Optoma?

Gordon Wu: We have large size LEDs coming up. While we have high brightness lumen projectors introduced this year, we are planning to have more products like large size LEDs next year. We might also probably be adding more 4K resolution projectors with high brightness, flip panels, and more signages in the market, especially now when we have our solutions EDLA certified. These innovations would be new, not only to us, but for the pro AV market too.