

EPSON'S HARISH A K ON SHAPING THE FUTURE OF PROJECTION TECHNOLOGY IN INDIA



With laser technology, immersive projection mapping, and high-brightness solutions gaining momentum, Epson continues to strengthen its leadership in India's projection market. Harish A K, Senior General Manager – Visual Products, Epson India, shares how the company is evolving its technology portfolio, expanding into new verticals, and responding to the changing demands of enterprise, education, and large-format display applications.

You have a unique perspective on how projection technology is evolving in India. How is Epson continuing to innovate in projection technology, and what recent advancements are most significant for the Indian market?

Projector innovation, as such, is limited because it has become one of the many display technologies available today. However, projection remains one of the key technologies for large displays. Anything beyond 100 or 120 inches is still where projectors are the preferred choice over competing display technologies.

One of the biggest technological shifts has been the transition from conventional lamp-based projectors to laser light source projectors. Earlier, lamp-based projectors typically lasted around 3,000 to 5,000 hours. Today, laser projectors offer a lifespan of nearly 20,000 hours, allowing customers to use them comfortably for six to eight years.

At the same time, resolution has evolved from full HD to WUXGA, with several models now supporting 4K. Ease of adoption has also become a major focus. Features such as wireless connectivity, Miracast, and other IT-driven capabilities are now integrated into projectors. As display technologies continue to evolve, Epson follows those advancements and incorporates the same innovations into its projection portfolio.

From your perspective, what are the

primary market segments driving your business, and where does projection technology factor into this landscape?

Projectors are used across almost every vertical including education, corporates, SMEs, government institutions, and higher education. We are also witnessing increasing demand for high-brightness projectors across auditoriums, boardrooms, higher education institutions, and corporate environments. Customers today are moving towards 5,000 to 6,000-lumen projectors instead of lower-brightness models.

Another area showing tremendous potential is immersive display solutions, including projection mapping for museums, heritage sites, and experiential installations. While volumes in this segment may not be extremely high, the overall project value is significantly greater. This high-brightness category represents an important growth opportunity, and we are focusing on expanding our presence in these white-space opportunities. Our execution of projects including installations at **Adiyogi Bengaluru, Kashi Corridor in Varanasi**, and many other locations are a definite example of the growing adoption of projection mapping in the country.

Another major trend is the growth of rental and staging. Customers no longer prefer investing permanently in large projection infrastructure for events that are held only occasionally. For example, at the **Ram Mandir** celebrations, our projectors

were deployed through one of our rental and staging partners. Rental and staging are becoming increasingly prominent because organisations require these solutions only for specific events or limited durations rather than permanent installations.

What feedback from Indian customers has influenced your product development offerings?

Rather than developing products specifically for India, Epson operates as a global organisation. We have been manufacturing projectors for more than 35 years. Globally, we have been the market leader for nearly two decades, while in India we have maintained the number one position for more than ten years with an approximate market share of 47%.

Being one of the market leaders means we continue to set benchmarks in projection technology. Our dedicated R&D teams in Japan consistently develop new products, new technologies, and new features. Going forward, customers can expect brighter, more affordable products with several new capabilities that further enhance the overall projection experience.

What were the new innovations displayed by Epson at the AV-ICN Expo this year?

As I mentioned previously, our primary focus is achieving optimal portability without compromising brightness perfor-

mance. We've maintained our leadership position with one of the world's smallest 30,000-lumen projector, and at this year's **AV-ICN Expo**, we showcased one of the world's smallest 20,000-lumen projector.

Our product evolution demonstrates

a clear trend: projectors are becoming progressively smaller and brighter while simultaneously becoming easier to handle and install. We've incorporated sophisticated features such as built-in cameras for automated colour calibration, advanced image processing technology, compre-

hensive colour matching capabilities, and extensive technical support features that professional installers and systems integrators depend on. These technological advancements represent what we believe will be the defining characteristics of the next market phase.

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