

## AV DESIGN: RESIDENTIAL SEGMENT

*For decades, homebuyers have relied on architectural drawings, floor plans, and scaled models to imagine what their future homes would look and feel like. However, translating lines on paper into a tangible understanding of space, movement, and functionality has often remained a challenge. In an era where customer experience and design precision have become equally important, Bengaluru-based **Home Studios**, created an immersive visualisation process with **Epson's** advanced laser projection technology to redefine the home planning journey for a homeowner in Hyderabad.*



*Epson streamlines home planning process through its advanced laser projection technology for a homeowner in Hyderabad*

## FROM CAD TO REALITY: HOME STUDIOS AND EPSON BRING RESIDENTIAL DESIGNS TO LIFE

For most homebuyers, understanding architectural floor plans on paper or a computer screen can be difficult. While CAD drawings effectively communicate layouts and dimensions of a home, they often fail to convey how a space will look and feel. As a result, customers may struggle to visualise room proportions, movement within the home, and furniture placement, often leading to design changes after construction has already begun.

Recognising this challenge, Bengaluru-based **Home Studios**, a home planning and visualisation company, has developed an innovative solution that helps homeowners, architects, and builders experience homes before they are built. By transforming architectural plans into life-size walk-throughs, the company enables customers

to make informed design decisions with greater confidence and clarity.

To realise this vision, Home Studios sought a technology solution for a homeowner in Hyderabad that is capable of projecting **AutoCAD floor plans at a true 1:1 scale**. The objective was to deliver highly accurate, life-size projections that allow customers to assess room dimensions, evaluate furniture placement, and finalise layouts before construction begins.

### BRINGING THE VISION TO LIFE

Home Studios partnered with **Epson** to develop a large-format projection solution tailored to its requirements. After evaluating the installation environment and application needs, Epson recommended a solution comprising four **Epson**

**EB-PU1008B 8,500-lumen laser projectors**, **ELPLU03S lenses**, and the **Epson ELPEC01 camera system**.

The solution delivers seamless, life-size projections of floor plans with exceptional image accuracy, enabling customers to experience the scale and flow of a home in a far more intuitive manner than traditional drawings. Additionally, the system allows Home Studios to switch effortlessly between different floor plans and furniture layouts, making customer consultations more engaging, interactive, and efficient.

### DESIGNED FOR PRECISION

Achieving accurate projection at actual scale required meticulous planning and execution. Epson first conducted a comprehensive site assessment and developed



**Four Epson EB-PJ1008B 8,500-lumen laser projectors were installed at Home Studios helping showcase the architectural vision to reality**

a detailed 2D CAD layout to determine the optimal positioning of each projector within the installation environment.

The system was subsequently installed and calibrated using the **Epson ELPEC01 camera system**. Leveraging Epson's automated edge-blending technology, the four projectors were seamlessly aligned to create a single, unified image across the projection area. The alignment process was completed within a short timeframe, significantly reducing installation duration while delivering exceptional visual precision with minimal manual intervention.

## DELIVERING REAL BUSINESS VALUE

Beyond enhancing customer engagement, the deployment has also delivered significant operational and commercial benefits for Home Studios.

The solution has streamlined the home planning process by enabling faster design approvals and identifying layout modifications before construction begins, thereby reducing the potential for costly revisions during later project stages.

Furthermore, the deployment has strengthened the company's ability to support builders and developers. Multiple property layouts can now be demonstrated from a single location simply by switching between CAD drawings, eliminating the need for multiple physical model units and substantially reducing demonstration costs.

By combining its innovative planning approach with Epson's advanced laser projection technology, Home Studios has successfully differentiated its customer experience while improving operational efficiency for both homeowners and developers.

Reflecting on the impact of the technology installed at the homeowner's residence, **Shivraj**, Founder & Structural Consultant, Home Studios, explains, "The biggest challenge in home design is helping clients truly visualise their future space before construction begins. With Epson's projection technology, we've been able to bridge that gap by allowing homeowners to experience their homes at true 1:1 scale. It gives them the confidence to finalise design decisions early, reduces the chances of costly changes during construction, and makes the entire process far more collaborative. I've been in this industry for years, but the most rewarding moment is still seeing a client's reaction when they walk through their future home for the first time. That experience reinforces the value of what we've built."

## CONCLUSION

The collaboration between Home Studios and Epson demonstrates how immersive visualisation technologies can fundamentally transform the home planning experience. By enabling homeowners to experience spaces at true scale before the construction begins, the partnership is helping drive greater confidence, clarity, and efficiency throughout the design process.

As customer expectations continue to evolve and digital experiences become increasingly central to decision-making, innovative solutions such as these are poised to redefine how homes are designed, visualised, and ultimately brought to life.

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