

HOW TO...

PROJECT YOURSELF

Projector sales are on the up – get involved!

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Projector sales are on the up. You may make a good impression by noticing that one of your customers has a need for a projector and fulfilling that need via the right model at the tight price. And these days, like everything, they're going digital, the greatest benefit of which is that they are also getting dinky.

For example, if you think a digital projector is just for making PowerPoint presentations, you're very wrong. It's like describing a mobile phone as just a means for making telephone calls. Nowadays mobiles are an indispensable tool that enable you to communicate, in multiple formats, wherever you are. Projectors should be viewed in much the same way. Recent advances in technology mean stunning video quality, multiple digital inputs and wireless connectivity not to mention compact dimensions and very desirable looks.

Consider a projector in the home environment, one of the fastest growing applications. It transforms a lounge into a home cinema with life-sized images, outstanding colour and impressive picture quality. Designed to complement rather than replace TV sets, projectors are increasingly being used for big-screen viewing occasions – the latest blockbuster, the world-cup qualifier or life-sized video gaming.

If you transfer that vision back to the office, you've got a tool that gives you the ability to create the same captivating big-screen experience but for the business audience. With a projector you don't need to be limited to PowerPoint slides, you can connect to a DVD, video, camera or indeed view any application – from graphic designs to spreadsheets – in large format.

So who would want to buy one? Let's



start with any organisation that has meetings or wants to share information internally. Electronic presentations mean you can cover more ground in a shorter time, retention is higher, interactivity is encouraged and meetings are more interesting and, importantly, more productive. Then there's the mobile workforce who are out on the road selling products and services. Einstein said, "If I can't see it, I can't understand it. The fact is using visuals in a presentation makes the content far more persuasive.

Projectors also make a big impact in education and training applications. The highly visual and versatile nature of the product means greater student participation and the opportunity for highly effective and imaginative teaching methods.

Whether in the office, on the road or at home, the projector is an invaluable tool that has the power to make a real impact.

Once you've shown the practical use for a projector you may face the old preconception that they're expensive and large clunky objects. As with most technology as it becomes mainstream, the price has fallen considerably. There are now a range of models on the market for less than £1k. Size and looks have also changed dramatically over time. Our slimmest model weighs a mere 2lbs, it's the size of a paperback book but can make a real impression on an audience, and so can you now. ■

SOUND BITES

DEFINE THE APPLICATION

>> To determine the required features such as brightness and resolution

WHICH VENUE

>> Is a fixed or portable unit required

HOW MANY PRESENTATIONS DOES THE CUSTOMER MAKE

>> To help calculate ROI versus cost of overhead/sliders