



## OPPORTUNITY

Innovative Markets needed a projector that could provide high brightness and light weight in a compact chassis for its Skyview promotional spheres.

## HITACHI SOLUTION

Hitachi CPX5 projectors are being used in six of the Skyview models, providing lightweight, compact dimensions and a short throw distance.

## RESULT

Since the initial deployment of the CPX5 projectors for use with Skyview, the results have been overwhelmingly positive.

*"The CPX5 projectors have worked out great, they have been a perfect fit. The CPX5's 2,500 ANSI lumens of brightness is more than efficient to create a clear, crisp image, and the weight and dimensions of the product are ideal for Skyview."*

*-Jeff Cowens, national product specialist, Visual Solutions Distributing.*

## For Product & Sales info:

Tel: 1-800-225-1741

[www.hitachi-america.com/digitalmedia](http://www.hitachi-america.com/digitalmedia)

## Bright Marketing Ideas Rise Above The Crowd With Hitachi Projectors And Skyview Promotional Spheres

Innovative Markets, North American distributor of Skyview promotional spheres, exclusively uses Hitachi CPX5 projectors in its highly innovative video spheres for billboard-like advertising space at conventions, concerts, malls, sporting events and promotional advertising campaigns.

Skyview spheres come in various shapes, colors and sizes with single and multiple screen options that range from six to 15 feet. The Skyview spheres are inflated and floated in the air to maximize visibility. Skyview is also customizable, with the ability to be displayed in a wide range of shapes. Skyview runs from high-end projector systems and can be run in HD and even wirelessly by RF technologies.

Looking for a projector that could provide high brightness and light weight in a compact chassis, Innovative Markets turned to the Hitachi CPX5 for use with Skyview. "Our main criteria for a projector included light weight, compact dimensions, a good amount of zoom and a short throw distance since we're dealing with limited space within the Skyviews," said Jason Kuisel, president, Innovative Markets. "We also needed high brightness, and the CPX5 fit all of these requirements."

The CPX5 is being used in six of the Skyview models, ranging from six to 13 feet in diameter. One Skyview model includes three CPX5 projectors, creating a complete 360-degree video display throughout the sphere.

