

Projection mapping permeates nearly every public event including sporting events, museums, concerts, trade shows, product introductions and more.

Here's how projection mapping can take events to a whole new level:

**Immersion:** Projection can map an entire venue, enveloping the audience in an image and color-rich environment that transforms the ordinary into the extraordinary.

**Impact:** Story, flowing images and animation can create a greater emotional impact than static slide shows or music alone.

**Motivation:** Greater emotional impact leads to motivation—whether it's to get up and dance, consider a product purchase, or join the crowd in cheering on a sports team.

**Setting tone:** Light influences mood. Projection mapping can extend the mood-altering properties of light into a more focused and shared experience.