



Floor Projection Opens Up a New Dimension for Displaying Content

The onset of the COVID-19 pandemic brought unimaginable changes to our lives. Stay-at-home orders, restrictions on shopping and dining, and other public health measures had a profound impact on how people carried out their daily lives.

Organizations large and small had to adapt quickly to a new reality. Videoconferencing helped office workers stay connected to keep business moving forward. A wide range of technologies helped retail and other essential businesses keep their employees and in-person customers and visitors safe and informed about ever-changing health-related protocols, new operating hours, and other vital details.

For many businesses, display technologies became integral to overcoming their communication challenges, helping them develop plans that included visual and digital solutions to encourage social distancing rules, mask mandates, and other guidelines. The critical need to find innovative ways to convey essential information focused attention on an underutilized surface for displaying images — floors.

An Overlooked Surface

Floors are not a new surface for displaying projected images. Museums, malls, sports and amusement venues, and trade shows are among the organizations that have already adopted floor projection, primarily to display artistic images, provide entertainment content, or add excitement to an event.

When the pandemic struck, however, many businesses soon began looking for better solutions than traditional signs, physical barriers, and floor stickers to more effectively promote social distancing, hand sanitizing, and touchless practices in their facilities. Their goal was to conduct business as normally as possible without placing employees and customers at risk.

Some organizations deployed digital displays, which offer the benefits of grabbing the attention of visitors and making it simple to change the content provided. Installed on carts, these displays could be moved to where they were most needed. Others realized that, in appropriate settings, using a projector to display navigation instructions, distancing cues, and other information onto the floor would be an ideal solution. The directions and information that floor projection provides are particularly effective because they're hard to miss. Messages and visual cues are literary at viewers' feet, making them unambiguous and easy to follow.

Floor projection is essentially the same as the familiar process of using a projector to display a large image on a vertical surface. It presents several unique technical issues that need to be addressed, but like standard projection, it enables you to display engaging content on a blank surface.

Floor Projection for Public Health Messaging

The pandemic generated demand for effective ways to provide actionable information. Floor projection emerged as a solution to



consider for many messaging needs, including:

- **Providing protocol alerts:** alert customers and employees entering a facility about active health protocols
- **Managing high traffic zones:** help customers and visitors navigate safely in high traffic zones and narrow passageways
- **Action-intended messaging:** enforce or encourage adherence to health protocol rules behavioral actions in specific locations or situations, for example using hand sanitizing stations
- **Service information:** communicate new services and temporary changes, such as curbside pickup

Innovative Uses for Floor Projection

The use of floor projection to address COVID-19 issues has opened the door to new possibilities for using projection to display content on floors in many settings. Let's take a look at some of the locations where floor projection can provide unique benefits.

Retail

Floor projection can be used in a wide range of stores for a variety of purposes, including advertising, branding, traffic management, wayfinding, queueing, and other messaging needs. Retailers can use projectors to display images at the entrance to a store, at end caps, and even in aisles themselves. The projector can show advertisements, indicate the shelf location of seasonal or sale items, and provide information about other types of promotions. Floor projection provides a dynamic opportunity for retailers to partner with brands to promote their products. All of this information is displayed right at the feet of customers — providing the right message at the right time and the ideal place to drive conversions and sales.

Transportation hubs

Wayfinding, traffic management, and queueing are major concerns in airports, train stations, and bus depots. Floor projection can help passengers easily navigate through the confusion of transportation facilities to buy tickets, find information booths, and locate their departure gates. It also provides transportation authorities and retail tenants unique opportunities for messaging and advertising.

Offices

Floor projection is a natural fit for reception areas, human resources, and other corporate settings. The reception area is usually the first place that visitors see, which makes it an important setting to make a good first impression.

An image projected on the floor in reception and other appropriate areas can display corporate logos and other brand images to communicate a company's identity. Messages can also direct visitors through security checkpoints or to specific reception desks or check-in areas when they enter the building. In human resources areas, floor projection can direct job applicants to the appropriate location and convey a sense of the company's culture.

Other locations

Floor projection is also an inviting solution in other types of locations. For example, in hospitals and other healthcare facilities, it can display action-intended messages, provide wayfinding, and help manage such high traffic areas as entrances and around elevators. Restaurants and malls can use floor projection to convey information and provide a wide range of entertainment content. In higher education and K-12 buildings, it can convey messages and wayfinding for students and visitors alike.

Making It Work

If you are considering floor projection, there are several considerations to take into account. Here are the key factors to keep in mind:

Projection surface

Any smooth, light-colored surface will work for most projectors. For the best results, we recommend using matte white (gloss-free) vinyl paint or similar. Your existing floor color may work well, but it will likely require making a color adjustment for your projector.

Ambient light

The specifics of your space will also influence a floor projection installation. The amount of ambient light in the space will help you choose a projector with the appropriate brightness level (measured in lumens) for your installation. The more light in your space, the higher the projector brightness rating you'll need to ensure a clear, crisp image.

Projector type

The configurations of your space will also determine whether a laser or lamp projector is best suited for your installation and which type of projector is required. For many installations, a projector with interchangeable lens capability for more flexible

long or short throw placement options will be a better fit than a projector with a fixed lens that will need to be placed at a specific height above the floor. An ultra-short-throw projector model may be ideal. This type of projector has a wide-angle lens and a mirror, which enable the projector to be positioned very close to the projection surface. For floor projection, this feature helps reduce the risk people of people obstructing the projected image by moving between the projector and the floor.

Choosing the right partner

There are many other features and functionalities to consider when planning a floor projection installation. It's best to work with a technology partner that offers a wide range of projector options and has the knowledge and expertise to guide you in optimizing your unique application. For more information about floor projection and other display solutions, visit us at <https://www.sharpnecdisplays.us>.

For additional information about Sharp and NEC products, call (866) NECMORE, or visit the website at www.sharpnecdisplays.us. Follow us on our social media channels: Facebook, YouTube, Instagram, Twitter and LinkedIn.