

# A CZECH INVENTION: ROLLUP PROJECTION SCREEN WITH VIDEO



**3x** JASNĚJŠÍ BARVY  
s projektory Epson

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**No.1** EPSON WORLD LEADER IN PROJECTORS

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Projekční rollup pro prezentace na jakémkoliv místě. Společné řešení UGO! Media a projektory Epson.  
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# BY COMBINING ITS ROLLUP SCREENS WITH THE PICTURE QUALITY OF EPSON

Three years ago Marek Kolařík and Lukáš Trnka, young entrepreneurs from UGO! Media, realised that there was a gap in the market. Unfortunately at that time, the gap could not be filled using the available technology. However, they did not give up and today they export their projection rollups to South America and Africa. They say that although Czech customers are conservative, they are not worried about the future of their company; the important thing in their minds is to have a high-quality partner such as Epson. Together they devise new solutions to satisfy customers all over the world.

## It all started with the customer's requirements

Many great inventions originate in do-it-yourself workshops and garages, but the rollup projection screen was created in a small Prague company, based at the former Eduard Grégr print works. The creators of the invention claim that the key to success is to listen to the needs of customers. "We found our inspiration in the requirements of the customers we meet every day. We wanted to combine projection technology with a convenient presentation product that is used by hundreds of thousands of companies around the world – the rollup screen.

However our customers wanted more than just still images. So we decided to develop a projection rollup that would meet their criteria and be most useful for them. We developed a film that can be projected onto and then simply rolled up into a case and easily transported. The film needed to be highly durable so that it could be used many times," explained Marek Kolařík, summing up the original thought behind the projection rollup.

The only thing missing from the perfect enjoyment of an entertaining film was a quality projector with vivid colours that can also work in daylight. You can use the rollup screen with any projector, but UGO! Media guarantee the quality of the results only with Epson projectors. "We have tested the image quality on our film using projectors from other manufacturers, but the Epson projectors get the best results. Reliability in demanding conditions is also key, because many projection screens are used almost without interruption.

The Epson projectors do well even in such demanding conditions. On top of that they have a great design, which definitely adds to the whole experience. My favourite is the EPSON EB-1960 or the EB-1776W; I never hesitate to recommend these to our customers," adds Marek

## UGO! Media



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**Roman Vejražka**

*Epson Czech Republic.*



Kola ík. Most of the solutions that UGO! Media offers to its customers require rear projection of the image on the screen. Epson data projectors are usually installed in innovative configurations to increase the impact of the projection and the entire production. When using the rollup projection screen, the projectors are placed on a tripod, which means presentations can be held almost anywhere.



### When originality meets quality

“The partnership with UGO! Media is based on mutual support in order to achieve the optimum projection solution, both indoor and in outdoor applications. Each project is unique and requires UGO! Media's experience in the area of projection screens and interactivity to ensure its success. The combination of the projection screen with state-of-the-art Epson projection technology creates new projection possibilities in advertising, as well as for companies and schools,” says Roman Vejražka, the Business Account Manager at Epson Czech Republic, Marek Kola ík also confirms this: “I am always happy when we find new solutions and move the application of our projection screens and projectors a step forward. Overall, both companies' products greatly complement each other and create new solutions for users to enjoy.” Despite this the representatives of the company have to grapple with the fact that Czech customers tend to hold back and are still only just finding their way with new and original solutions. “The Czech market is conservative when it comes to new technology and so for now we primarily export our rollup projection screens abroad. Despite this, there are exceptions and we are finding innovative companies that are not afraid to use this new technology,” says Lukáš Trnka, who is responsible for marketing and communication at UGO! Media. To date, most of our clients are in countries such as South Africa, Ecuador or Nigeria.

### Ambitious plans for the future

The comprehensive rollup projection screen solution was introduced to the market as early as autumn 2012, but the big push to increase customer awareness started in 2013. To date the company has sold dozens of such solutions – mostly abroad. By the end of the year UGO! Media wants to equalise this disparity and sell at least as many products on the Czech market. Martin Kova ík feels that the rollup projection screen, thanks to its practicality, the added value that it brings to its users, the inexpensive pricing and its cost-saving features, has the potential to become a staple piece of equipment used in many different fields around the world. Roman Vejražka from Epson agrees: “The rollup projection screen is a simple, inexpensive and effective solution for advertising at points of sale, at trade fairs and in offices. The installation is easy and takes just 10 minutes, and the result and effect is comparable to an LCD screen of the same size – minus the glare and the need for heavy and unsightly stands.” Let's hope that in the future we will see rollup projection screens livening up boring conference facilities more often.

### Good ideas and ambition

These are the qualities of many young start-up entrepreneurs and the young owners of UGO! Media are no exception. The company

specialises in products for interactive communication, corporate presentations and advertising. Its portfolio of solutions includes projection screens, projection film, touchscreen projection panels and now rollup projection screens.