

# Bellevue's Bake's Place Boosts Business by Increasing Entertainment Value with Hitachi

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## Product Case Study

## Bake's Place, Bellevue, Washington

Like its home city of Bellevue, bar/bistro Bake's Place has grown from quaint beginnings into a high-tech destination. Bake's Place serves up delicious food, special event nights and frequent concerts, which are boosted by a Hitachi CP-WX8255A projector.

Owner and founder Craig Baker, who has been in the music and restaurant business for 16 years, wanted to improve his venue's traffic on slow weeknights. Perfectly timed with the Seattle Seahawks' stellar NFL season, he bought a Hitachi CP-WX8255A projector to show Monday night games on a 24 x 14-foot screen inside the restaurant. After seeing an increase in sales, he began using the projector for special events like the Academy Awards and the Super Bowl, the latter of which amassed a 100-person waitlist after selling out quickly.

"We're not a sports bar, but people were more than happy to pay for a ticket during the Super Bowl," said Mr. Baker. "Businesses will often rent out the restaurant and they've been grateful for the ability to easily project presentations. We use a special backdrop with custom ripples, colors and special effects that's definitely boosted several band performances."

Located a few blocks away from the center of downtown Bellevue, Bake's Place features a 3,500-square-foot patio. Its indoor dining area, also 3,500 square feet, boasts 18-foot floor-to-ceiling windows and casts a sophisticated atmosphere, complemented by the Hitachi projector.

"Our customers have been very impressed by the projector's image clarity, especially on such a large screen," said Mr. Baker. "It has definitely helped Bake's Place create a unique experience for both regular and first-time customers."



### Product and Sales Info

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