

Evening Entertainment Group Outfits Several Restaurants with Hitachi Projectors

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Product Case Study

Evening Entertainment Group, Phoenix, Arizona

Evening Entertainment Group, owner of numerous popular restaurants in Arizona, has outfitted several of its properties with Hitachi CP-WU8450 and CP-X8160 projectors for sports viewing, movie nights and a range of digital content. The projectors were purchased through Projector People.

Hi Fi Kitchen & Cocktails is a music-centric restaurant and bar with locations in Scottsdale and Tucson. Serving a full menu late into the night, Hi Fi provides a rock-and-roll atmosphere and cutting-edge audio/video systems. Both locations feature three Hitachi CP-WU8450 3LCD projectors, which offer simple and user-friendly functionality and easy installation. With a convenient motorized lens shift, and a 360-degree vertical tilt angle, images can be seamlessly adjusted and moved at the touch of a button. Plus, with a wide range of optional lenses, the CP-WU8450 can adapt to any environment.

At both Hi Fi locations, the images from each of the three CP-WU8450 projectors are combined using video mapping to create a large, single image. For sporting events and other programming where the content is the main focus (such as awards shows), the video is displayed on a retractable screen. At other times, the screen is retracted and the projectors shoot onto the wall, displaying digital content including advertising, logos, trivia questions and more.

“We chose the Hitachi CP-WU8450 projectors for their motorized lenses, which make the video mapping a much easier process,” said Jason Jones, Light, Sound & Video Tech, Evening Entertainment Group.

In addition, the 20,000-hour hybrid filter on the CP-WU8450 has proven advantageous for Jones and his team. “The filter is a big advantage because we don’t have to go out and buy new filters on a regular basis, we can just clean the existing ones,” Jones noted.

Also featuring CP-WU8450 projectors is the Bottled Blonde Pizzeria and Beer Garden in Scottsdale. Here, a pair of CP-WU8450 projectors are ceiling mounted back-to-back to each other, performing similar functions to those at the Hi Fi locations: sports content is projected onto 15-foot retractable screens, while other programming is displayed on the walls.

Hitachi CP-X8160 projectors can be found at The Mint Ultra Lounge in Scottsdale, which occupies a former bank and provides an upscale atmosphere. The projectors shoot onto four suspended projection screens, which are tilted and display video content to accompany the music.

Lastly, the Sandbar Mexican Grill in Chandler also features Hitachi CP-X8160 projectors, which are used to show sports events for larger crowds.

“The Hitachi projectors provide high brightness and great quality across several of our restaurants, and help us create the different types of atmospheres we seek to achieve in these different properties,” Jones concluded.



Product and Sales Info
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