

Case Study: BenQ's Colorific™ Long-Lasting Color

BenQ Projectors Inspire More Than 10 Years of Customer Loyalty

What fuels customer loyalty in today's fast-paced digital world? For starters, quality products, attention to detail, and a personalized approach to customer service. BenQ is a global DLP® projector leader, designing products with longevity and versatility in mind so that end users can enjoy the same level of quality throughout the entire product's lifecycle. Bilal Saleem, an Independent Business Owner (IBO) with ACN who trains and coaches other IBOs, has been a loyal BenQ customer since 2003. For more than a decade, he's used BenQ's projectors for training seminars across the Tri-State area. Relying on the BenQ PB7230 DLP projector since 2003 and the MW767 since 2013, Saleem hosts events for ACN's IBOs on how best to provide the services people need and use every day. As the event host, organizer, and trainer, he performs up to two events a week using PowerPoint®, as well as playing a number of instructional videos to his audience.



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In 2003, Saleem purchased the BenQ PB7320 DLP projector, a versatile unit designed to be equally useful in the boardroom or in a home theater setting. The device features a 2000:1 contrast ratio, a 16.7 million-color palette, and for increased ease of use, offers eight preset modes for PC and A/V inputs.

“I originally purchased a PB7200 projector in 2003 and quickly upgraded to the PB7230 for the increased 2,500 lumens of brightness,” said Saleem. “The PB7230

is a very versatile machine. I used it primarily at business events on a weekly basis in hotel venues, and then found it useful for slideshows at weddings, anniversaries, or graduations. When I wasn't using it for presentations, I could connect it to a laptop or DVD player for use as a home theater projector. I still use it to this day.”

Most projectors degrade in image quality as well as brightness and contrast, but the PB7230 still provides the same crisp quality image it always has. With 2,500 ANSI lumens of brightness and more than 3,000 hours of lamp life, the projector was designed to stand the test of time, making it more cost-effective and reducing its total cost of ownership (TCO). The PB7230's multiple connectivity options allow for rapid setup and breakdown for events, and the variety of control options ensure that the presenter isn't tied to the projector.

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Saleem upgraded from the PB7230 to two MW767 projectors in 2013, as well as ordering an MX518 for a business partner. Both projectors feature BenQ's Colorific™ picture quality to enable more accurate color representation, crisper contrasts, and longer-lasting quality since DLP projectors do not experience light burn or color degradation over extended usage. In addition, both units feature BenQ's world-leading SmartEco™ lamp-saving technology to deliver a lower TCO.



- Native WXGA (1280 x 800) Resolution
- 4,200 ANSI Lumens,
- 13,000:1 Contrast Ratio
- SmartEco™ Power Saving Technology
- Wireless Display (Opt)

A total projection solution, the MW767 is built for classrooms, conference rooms, auditoriums, and other large venues, and provides 4,200 ANSI lumens of light, resulting in astounding brightness within any ambient light setting. The projector features WXGA native resolution for sharp images, built-in 20-W speakers for added convenience, and a six-segment color wheel to cast lifelike images onto the screen.



When deciding on the upgrade Saleem looked no further than BenQ, whose responsive and friendly customer service made the choice a simple one. “The communication, attention to customer needs, and accessibility of senior staff exceeds expectations and has cemented my loyalty to BenQ for the next decade,” said Saleem.

“At BenQ we are always focused on how to best assist our customers, and their feedback is invaluable to us,” said Bob Wudeck, Associate Vice President, Strategy and Business Development at BenQ America Corp. “As a heavy projector user, sharing how beneficial Bilal finds the features of our projectors with our engineers helps them constantly improve the quality of our products.”



To further reduce energy costs and lower TCO, the BenQ M7 Series projectors use BenQ’s world-leading SmartEco™ technology to enable power-saving features

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at the click of a button – another feature that Bilal considered in making his upgrade decision. In “Eco Blank” mode, presenters are able to blank out the projection screen whenever the projector is not in use. In the “SmartEco” mode, the projector automatically adjusts lamp power by up to 70 percent – using just the right amount of brightness that is needed. A “No Source Detected” mode automatically lowers brightness to 30 percent when no display has been detected for more than three minutes, while a “Standby” mode lowers power consumption to less than 0.5 W while the projectors are inactive. In addition, the M7 Series projectors feature an audio pass-through function that further preserves lamp life by enabling just sound for audio-only podcasts or presentations.

Saleem’s loyalty to BenQ projectors has been reinforced by the market-changing innovations the company brings to its products. To make the task of presenting easier, the MW767 model adds wireless display options for cable-free connections to content sources. When paired with BenQ’s Qpresenter™ app for the iPhone® and iPad®, files can be transferred from handheld iOS devices directly to the projection screen to partake in “Bring Your Own Device” scenarios. For PC-less presentations, USB drives allow for instant plug and play, enabling quick setup. With brilliant Colorific picture quality, up to 4,200 ANSI lumens of brightness, and power-saving SmartEco technology which extends lamp life and lowers TCO, BenQ projectors are a reliable, versatile, and a cost-effective choice for presenters like Saleem – now, and for many years to come.

Accurate, crisp and long-lasting, that’s...

COLORIFIC™

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