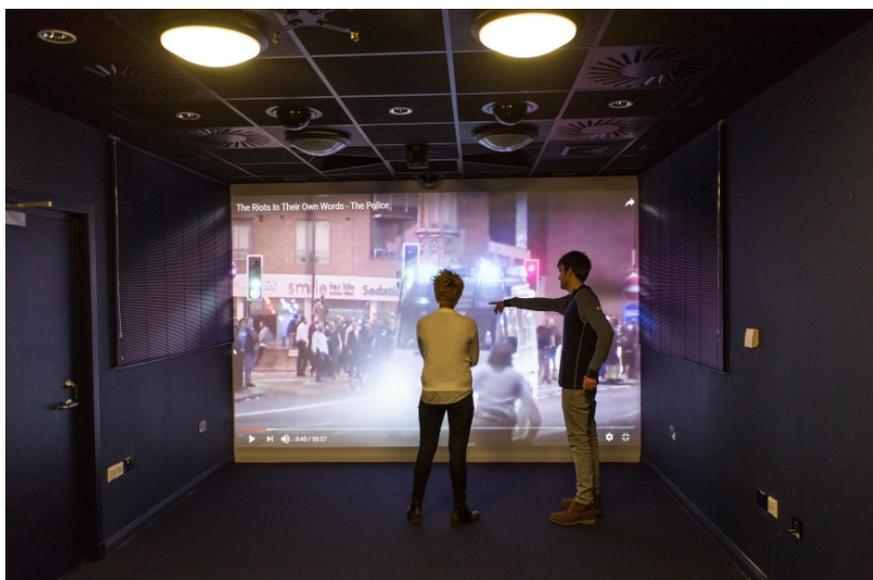


Press Release
25.01.2017

University of St Andrews installs Epson 3LCD laser projector to enhance psychology and neuroscience experiments

World renowned university uses state-of-the-art Epson projector to provide more immersive and engaging stimuli for respondents and improve research outcomes



January 25, 2017 – The University of St Andrews, one of the UK’s leading universities, has installed an Epson EB-L1100U 3LCD laser projector, to enhance social and scientific experiments at its renowned [School of Psychology and Neuroscience](#).

The installation of the projector in the University’s Clare Cassidy Social Immersion Laboratory will help create a more immersive experience for participants in social experiments, creating a more engaging environment for researchers to monitor responses to stimuli.

Research has shown that psychological studies are more powerful when participants view an experimental stimulus on a large screen rather than computer monitors. Installed at the University by AV experts Component AV, the Epson EB-L1100U’s high definition picture and ultra-short throw zero-offset lens creates a captivating viewing experience and has overcome environmental challenges. Participants can now stand and present very close to the screen without casting a shadow over the image, overcoming the challenges of building the “up close and personal” experience the researchers desired.

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Dr Fergus Neville, one of the researchers working on the ground-breaking research projects utilising the new projector, commented, "The University is committed to producing world-leading research. Investing in technology is an important part of this commitment as it helps push the boundaries of what is possible through social research and deliver innovative projects.

"The Clare Cassidy Social Immersion Laboratory is designed to provide participants with an immersive experience of stimuli, but previously participants couldn't get close to the screen without casting a shadow or seeing a pixelated image. Thanks to the EB-L1100U's high-resolution and Epson's new ultra-short throw lens, these issues have been resolved," Fergus added.

Neil Colquhoun, business director for Visual Instruments at Epson Europe comments, "Working with Component AV on the installation and helping the University of St Andrews to utilise technology for its research projects is incredibly rewarding, especially given the environmental challenges that needed to be overcome with this installation.

"The Epson EB-L1100U is a best in class 3LCD laser projector. This installation demonstrates the University's commitment to using world-leading technology to produce the best possible educational and research results."

ENDS

About the University of St Andrews

Founded in the 15th century, St Andrews is Scotland's first university and the third oldest in the English speaking world. Teaching began in the community of St Andrews on the east coast of Scotland in 1410 and the University was formally constituted by the issue of Papal Bull in 1413.

The university is now one of Europe's most research intensive seats of learning – over a quarter of its turnover comes from research grants and contracts. It is one of the top rated universities in Europe for research, teaching quality and student satisfaction and is consistently ranked among the UK's top five in leading independent league tables produced by The Sunday Times and The Times, The Guardian and The Complete University Guide.

The University of St Andrews also ranks highly for its research, with a particularly high percentage of research in Psychology being rated at 4* by the REF 2014, which means it is world-leading in terms of originality, significance, or rigour.

About Epson

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Epson Europe B.V., based in Amsterdam, is the Group's regional headquarters for Europe, Middle-East, Russia, and Africa. With a workforce of 1,700 employees, Epson Europe's sales for fiscal year 2014 were 1,551 million Euros.
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With the Environmental Vision 2050 Epson is continuing its many years of commitment to environmentally conscious and sustainable business.

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