

**CHALLENGE** ▶

To build an immersive, cinematic experience within studio that would allow clients to imagine how their once-in-a-lifetime images could appear as larger-format prints on the walls of their homes.

**SOLUTION** ▶

Two Canon REALiS WUX500 LCOS projectors faithfully reproduce the exacting color and intricate detail needed to help viewers "get lost" in the experience.



**INDUSTRY** ▶ Photography

**APPLICATION** ▶ Immersive, Cinematic Environment

**PRODUCT** ▶ REALiS LCOS Projectors

“It was critical that we had the right projector, since we hoped to have the viewer get lost or immersed in the experience. As we threw those images up on the wall, we wanted them to feel like a 15-foot print, as opposed to feeling like a projection. The Canon REALiS WUX500 gave us the exacting color and intricate detail that we wanted.”

▶ **Pye Jirsa**

Partner/Creative Director  
*Lin & Jirsa Photography*

## Elite Wedding Photography Studio Selects Canon REALiS LCOS Projectors to Help Customers Visualize that “Life Belongs in Print.”

Pye Jirsa, master photographer, and a founder of Lin & Jirsa, a premier wedding photography and videography studio in Los Angeles and Orange County, California, understands the awesome, expressive power of visual images as well as anyone. So when he and his team recognized that as “a society living in a digital world” their clients, and people everywhere, were missing this critical point by primarily sharing images via social media and cell phones, and then storing them on a hard drive – they decided to take action.

Behind a company philosophy that “Life Belongs in Print,” Pye and his team set out to create an in-studio experience that allowed clients to take the leap between memorable photographic images and what Lin & Jirsa refer to as “The artwork of our lives.”

“The challenge was to build an environment within our studio that would allow the client to imagine how these once-in-a-lifetime images could appear as larger-format

prints on the walls of their home, either as single images or stories,” stated Jirsa. “This included creating an input to output experience that would help our clients visualize our dreams for their memories.”

Essential to creating what Pye calls “that immersive, cinematic experience” were Canon REALiS WUX500 Pro AV LCOS Projectors, which were chosen after testing a range of comparably-priced models to determine the most outstanding and accurate imaging quality, especially with larger projections.

“We wanted to make sure that the entire client experience was well thought out and could achieve our objectives,

“ We needed to duplicate that superior quality with a projector in order to have the customer focus on the clarity and color accuracy, and avoid any distractions. ”

 **Pye Jirsa**

Partner/Creative Director  
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added Jirsa. That included everything from the equipment we used, to the way we introduced the client to the process.”

To establish the basis for their “mantra” of life belonging in print, Pye and others reviewed a wide range of data and conducted empirical research to be better informed.

“When a client walked into the Lin & Jirsa studio, we invited them to take a minute and browse through images placed on a laptop, while we set up the room for their showing,” Pye revealed when we asked how the process works.

“On average, people spent roughly two to three seconds looking at a photograph on a laptop, and would get through sixty images in about two minutes,” Jirsa recalled.

From there, the customer would then be taken into the gallery, where the identical images were professionally printed and arranged on walls.

“The results were dramatically different,” stated Jirsa. “Customers were taking upwards of 15 to 20 minutes to walk around and absorb all the different images. When asked, many of our customers said they were seeing the images for the first time, even though they were the same as the ones on the laptop.”

Once having experienced the substantial differences in viewing times and image recall, the client would be invited to view their own images as “virtual” large-format prints using a projector that could “faithfully translate our Canon camera’s professional image quality onto a 10-foot wall for our clients to get lost within when viewing.”

“Typically, we are capturing images with the Canon 5D Mark IV,” added Jirsa. “We’re getting really high megapixel, high quality files out of these impressive cameras, and when they’re displayed in print format, they look incredible.

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Several projectors from different manufacturers, all in the same class, were tested. The results made the Canon REALiS WUX500 an easy choice.

“We found that when our images were displayed on most projectors, especially when we went to larger sizes, like 100 inches (diagonal), the projectors just didn’t have the resolution, the luminosity, said Jirsa. “Instead, we ended up seeing the pixels, and the colors weren’t right. The image looked a bit dark, not bright enough. The sharpness and





clarity weren't there, which could pull the viewer out of the moment.

"It was critical that we had the right projector, since we hoped to have the viewer get lost or immersed in the experience, added Jirsa. "As we threw those images up on the wall, we wanted them to feel like a 15-foot print, as opposed to feeling like a projection. The Canon REALiS WUX500 gave us the exacting color and intricate detail that we wanted."

The features and benefits of the Canon REALiS WUX500 Pro AV LCOS Projectors were apparent almost immediately.

"We didn't have to do any calibration. We didn't have to do anything," added Jirsa.

"Out of the box, the Canon projectors were ready to go. It was pretty much seamless. We just basically installed it, set up the menus and ran with it. We didn't have to do much at all."

The projector was also a much better choice than a large screen TV.

"We avoid TV-based solutions because of the framing of the TV and the brightness of the backlit display," said Jirsa when asked about other output devices. "The size of most affordable TVs is also restrictive, although even at 60-inches, a projector is much more suitable for our application."

For Jirsa, there was another important factor that made the Canon REALiS projectors the obvious and consistent choice.

"In addition to the outstanding image quality, the other advantage of the Canon REALiS WUX500 Projector is that

it uses a Canon manufactured lens," said Jirsa. "We use Canon glass in almost everything, so knowing that the lens of the projector was using Canon glass played an important role in our decision."

Along with the Canon REALiS projector, Lin & Jirsa used software that simulated the photographic images hanging on the walls of the client's own home, while relying on a professional printer for superior quality.

The company also offered their artistic design skills in creating wall art that complemented the unique personality and style of the client's home, right down to the sizing,

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framing and arrangement. By offering a total design solution, clients were treated to an important added-value.

"Our clients quickly understood how waking up to some of the happiest moments of their lives and making them a part of their home added to their lives, revealed Jirsa. "The images also solved a problem for some who needed to decorate their walls. Before long, clients who were typically spending hundreds of dollars in prints were now spending thousands, and thanking us for the experience."





It was a phenomenon that Pye and his partners wanted to share with other photographers as a part of the popular SLR Lounge educational website, [www.slrlounge.com](http://www.slrlounge.com), which currently has over 700,000 monthly users.

“We’re building a sister site for photographic business owners to share how we run our company and this experience will be part of that, including how to set-up the design gallery and connect with clients, added Jirsa. “Eventually it will be turned into a 12-month program for others.”

## ABOUT THE REALiS WUX500

Canon REALiS WUX500 Pro AV Compact Installation LCOS (Liquid Crystal on Silicon) Projector combines WUXGA resolution (1920 x 1200), 5000 lumens of brightness and up to a 2000:1 contrast ratio, built-in HDBaseT™, an advanced lens and optical system, and Canon’s renowned LCOS technology to help deliver stunning image quality and user flexibility.

The projector also features Canon’s proprietary LCOS Technology with AISYS-enhancement which delivers virtually seamless images with outstanding color reproduction, a powerful image processing engine that helps ensure superb image quality and also provides an array of advanced functions (Built-in Edge Blending, Picture by Picture, 24p Support, etc.), an advanced built-in Genuine Canon projection lens and optical system that allows the projector to maintain virtually the same amount of brightness at different throw

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Pye is quick to acknowledge that Canon has been an important part of their success:

“We’ve relied heavily on Canon throughout the entire studio for the product creation side of it,” stated Jirsa. “The projector assistance that we got from Canon was amazing, which has also been our experience with the CPS (Canon Professional Services) system that we have relied on for years with our camera/video gear.” //



distances (Constant F-Stop), and 0-60 percent vertical lens shift for enhanced installation flexibility.

Weighing a trim 13 lbs., the Canon REALiS WUX500 Pro AV Compact Installation LCOS Projector is a high-performance projector that incorporates sophisticated operational advantages designed for a range of markets including photography, museums and galleries, digital signage, and other professional and higher education markets.