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## MARTIN EP 500/1000 SALES MANUAL (V1)

### Exterior Projection that's Enduring Sea, Snow & Storm

-Build on years of experience with impacts from the Nordic nature!  
Documentation of tests and certifications available on Martin website

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#### Benefits in regard to cost of ownership

5 years Warranty  
Rugged IP66-rated housing  
IK08 and IP66-rated aluminum housing surface treated to comply with the ISO12944/C5-M corrosion protection standard  
Protects in up to 15 years against corrosion

#### Minimal maintenance

Simple standard service interval 2 times within the first 16000 hours of lamp time  
When product comes "End of Life (EOL)" the manufacturer will supply spare parts minimum 2 years ahead after EOL

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#### Benefits in regard to quality in output

Flat-field, high-contrast image projection with Single LED  
Martin based sharp optic

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#### Pre sales

*NO Video projector, ITS Image projection with dynamic effects build to last*

Pro-actively supporting LDs in specifying gobo projection

- 1) Show them what it does IRL
- 2) Let them know that you know how anything in a successful project is handled from the very start to finale result (Test, Mapping, Gobo production, Install, Control, Maintenance)  
Only very few LDs will actually look deep in to the technology to understand it

How do you reach protentional clients directly with no LD to specify?

- 1) The power of seeing what others got installed already = We want something like this too  
When contact with clients like this then make sure they their project will be unique  
It might be they just want what others got but by then end of the day nobody wants standard/copy
  - 2) Temporary events like, "come see how we can change the look of x building in the center tonight"
  - 3) Direct communication towards marketing departments = We can empower your communication and branding value towards your local community using your building etc
  - 4) It can be INTERACTIVE
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## Upsides when in design phase

### OUTPUT

Show it and you are halfway...

### Sharpness

Very flat fielded, sharp

### Effects

Before demo be sure to work with the combinations of gobo (still or rotating) sharp/unsharp, rotating animation wheel and changing colors

## Upsales when in design phase

Mixing gobo projection with dynamic wash lights of any kind, can increase the impact of the final solution significantly

## Downsides when in design phase

### Be aware of limitations in resolution of the gobo print/chosen image

Pixilation can be visible when going to fare in detail

*Different tips and trick are available*

### Be aware of colors that could be used

The native CRI/Ra in the light source is CRI = 72 with a color temp around 7500 Kelvin meaning some colors render better than others

### Safe mounting of the fixture

Be aware that if not mounted tight or with a under dimensioned pole the projected image will be moving when in stormy weather

*Different tips and trick are available*

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## Remember a controller!

EP 500 has a simple build in (see below) with no timer scheduler etc. in most cases an external low prices controller make much more value to the project/client

“Programming a stand-alone show You can program a stand-alone show – a sequence of ‘scenes’ that run in a loop – in the Exterior Projection 500. A scene consists of a combination of effects such as gobo selection, gobo movement, color, intensity, etc. You can set the stand-alone show to run if you are not using a DMX controller or if a signal from a DMX controller is lost. The show can contain up to 20 scenes that last up to 10 minutes each. You can program ‘fades’ (changes from one scene to the next) so that scenes change immediately or change gradually over a period of up to 120 seconds’ duration. “

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## Aftersales

Maintenance

Change to new gobos on a regular basis

Updating programming