

Viewsonic Brings Best Innovations together to Compute, Collaborate and Connect

ViewSonic displayed its latest innovations and product range in Taiwan recently, which demonstrated their engineering advancements in color technologies, interactive and collaborative solutions, while redefining the aesthetic convergence of home and professional AV solutions and realizing the inception of eSports Gaming Monitor for competitive gamers across console and PC platforms.

Backed by 29 Years heritage in Professional Visual Solutions, ViewSonic brings best innovations together to Compute, Collaborate and Connect. Their latest introductions have been briefed below.

COLOR ADVANCEMENTS

Broadest range of Stylish IPS Monitors with SuperClear Technology: ViewSonic has expanded its IPS monitor offering for Home and Office use, in varying resolutions and sizes from 21.5 inch to 28 inch featuring engineering breakthrough in sleek and frameless designs without sacrificing light leakage ranging from the state of the art Art-Slim VX76 series to the glossy finish VX78 series with WQHD resolution for wide color gamut demands, an affordable range of VA59 series and the glossy silver and white design of VX2573 model, in addition to the popular VX63 series with 2 HDMI inputs.

Professional Monitor for Color Critical Tasks: Following the successful launch of VP2780 4K SuperClear AH-IPS technology and enhanced color accuracy with 14-bit LUT and 3D LUT, ViewSonic is proud to unleash VP2468, the world's first Full HD sRGBcolor critical monitor with a contemporary frameless design edge around a 23.8" display enable near seamless viewing across multiple screen.

Cinema SuperColor Projector: The Pro7827HD is a Cinema SuperColor 2200 ansi lumens Projector presents best-in-class movie performance for the aspiring home-theatre geeks in native 1080p resolution, sRGB and Rec.709 cinematic colors with RGBRGB color wheel and ISF certification.

Interactive and Collaborative Solutions Interactive Flat Panel Display for Classroom and Meeting Room: Interactive flat panel displays including the CDE5561T 50" Full HD, CDE6561T

65" Full HD, CDE7061 70" Full HD and CDE8452T 84" 4K through its interactive ViewBoard 2.1 annotation software complement the trend of huddle spaces in K-12 and smaller, connected quick meeting room spaces.

Interactive IR Camera with Laser Curtain Module: Turn any ViewSonicLightstream Short-Throw models into one of the world's first 10-Touch enabled Interactive Projector with DLP technology utilizing the PJ-VTOUCH-10S mounted infra-red camera and laser curtain module supporting both finger and pen writing.

Wireless Collaboration: ViewSync 3 is a simple-to-use and simple-to-setup wireless presentation system that allows up to 60 users to collaborate and give a wireless interactive presentation with cross-platform support. The WPG-300 allows up to 4 users to present 1080p content from cross-platform devices.

CONVERGENCE OF HOME AND PROFESSIONAL AV

Revolutionary Pro 8 series, a Versatile Configuration: The Professional AV projector series in the high-end AV category, Pro8 series, 5200 ansi lumens utilizing latest DLP module comes in 3 models: Pro8800WUL (WUXGA), Pro8530HDL (1080p) and Pro8510L (WXGA).

100" Home Cinema with Laser Technology: ViewSonic LS830 balances 4000 ansi lumens and 100,000:1 contrast-ratio, is a pure laser ultra short-throw projector bundled with a diffuser screen is the exemplary future of 100" Home Cinema.

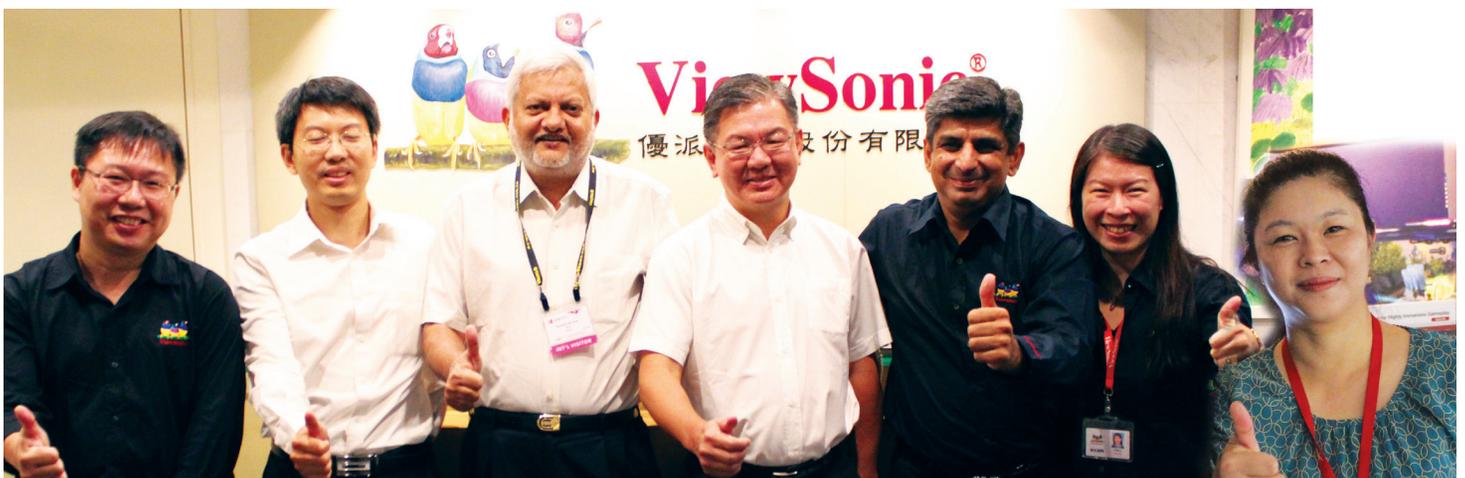
ESPORTS GAMING MONITOR

Monitor for Console/PC Gaming: ViewSonic has positioned two Fast Input Response monitors with 3 unique assets: low input lag, fast gray-to-gray response time, good color for the budding eSports gamers. The VX2457-MHD 24" and VX2757-MHD 27" Full HD monitors with AMD FreeSync 75Hz, 1ms response time and low input lag are the best monitor companion for console based fighting games in tournaments such as Street Fighter V.

Monitor for Competitive Gaming: XG2703-GS is a cutting edge gaming monitor with an incredible variable refresh rates up to



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an amazing 165Hz, 4ms gray-to-gray fast response time, WQHD resolution capped with nVidia G-Sync technology comes with SuperClear IPS technology.

Monitor for Gaming Café: VX3209-2K, with its market inception

from the booming Chinese Gaming Café market, feature, a 32" WQHD with sleek narrow bezel design.

“Channel Plays an Important Role in Achieving ViewSonic’s Goals”

Worldwide ViewSonic is a leading provider of PC displays, projectors and large format signages. In an interaction with NCN, Eric Wei, Sr Regional Sales Director, APAC; and Emily Chiu, Manager APAC/Channel Marketing, ViewSonic Corporation, share their company’s views, strategy and vision for the Indian market.

Please share your present focus for the Indian market?

ViewSonic’s main strength has been in displays, including monitors and large format displays and we will continue to focus on that front. The other segment we are focusing now is projectors. Our main USP is our projectors are laser projectors, whereas other brands offer hybrids and projectors segment promises a big opportunity for us. We are coming up with a unique laser short throw projector in Q4 of 2016. India is a big market and we see a lot of opportunities in the Indian market.

What opportunities do you see in the Indian education sector?

Yes, education is an important sector where we see a lot of opportunities for our projectors. We have innovative wireless solutions for our projectors. Using our software, one can operate the projector from a PC. Features of laser projection and wireless operation are our differentiating factors for projectors.

What do expect on digital signage and large format displays segment?

Large format display

market is booming in India. Large format displays are now widely used in retail shops, restaurants, hospitals, etc. We have different kinds of large format displays to meet varied needs of the users. We have tied up with a third party who will provide software and cloud support where we will provide the displays and hardware for restaurants and hospitals. We also have the options to customize these displays according to the customer’s needs. We are looking for more third parties to associate with us in future.

What is your channel and marketing strategy?

Earlier we had some issues related to marketing and financing strategies, so we scaled down our activities in India for nearly 3 years, but now we are back with a clear, long-term strategy regarding our target segments, supply channel & marketing, financing and how we should go about. We are especially focusing on digital marketing which is gaining importance today, besides other conventional methods. Right now our sales people are working locally in different parts of India though we do not have a physical office at

present. Next year, we plan to open our physical office in

How important is channel for you?



Eric Wei, Sr Regional Sales Director, APAC; and **Emily Chiu**, Manager APAC/Channel Marketing, ViewSonic Corporation

India. For providing services, we are appointing a third party to offer services on our behalf nationwide. We have many other things in mind such as opening experience zones, conducting roadshows, etc and gradually we will increase our activities. We have Savera Marketing as our distributor partner; in future we want to further expand our distribution activities in India. We also want to increase our presence on gaming monitors front. We are in the process of tying up with companies like MSI and Thermaltake for our gaming monitors so that they can provide other hardware and software.”

ViewSonic is among the most partner-friendly vendors and offers the greatest comfort to the channel partners to work with. We understand the challenges our business partners face and we will support them with the best schemes, unequalled service and attractive value-additions. We want to be a leader in the computer monitors and large format displays market and establish our presence strongly in projectors and gaming monitors segments. We know that our channel plays an important role in helping us to achieve our goals.