How BARCO is helping India in Digital Transformation

BARCO INDIA

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INTRODUCTION

The in-depth white paper explaining the intellectual use of BARCO featured products and services in the transformation of India into a Digitally Empanelled Nation.

The whitepaper carries the Major Product Featured in India and their impact on the transformation, market research and competition dynamics as well as a 360-degree customer point of view towards the brand and its products.

BARCO offer a wide range of innovative, hi-tech and high-quality networked visualization products for the Indian market, helping India transform and enhance the power of Digital Innovation.

Looking Ahead

Be it a public-sector unit or a private sector company, Barco has made its presence felt everywhere.

MAJOR PRODUCTS IN INDIA

Established in 1996, Barco India is helping the nation transform digitally in four major fields –

Entertainment Industry

Education Industry

Business & Enterprises

Healthcare Industry

THERE ARE MAIN SIX CATEGORIES BARCO IS SPECIALIZED IN INDIA–

Wireless Collaboration	Projectors	Medical Displays
Video Walls	Image Processing	Software

WIRELESS COLLABORATION

Wireless Collaboration carrying two products – Clickshare and wePresent.

ClickShare	wePresent
Button-centric collaboration	App-based collaboration
One click easy-to-use solution	Networked app-based solution
Fit for all type of conference rooms, including large boardrooms	Fit for small to middle size rooms and classrooms
Ideal for both employees and guests	Ideal for employees only

How it helps India in Digital Transformation?

India, being the nation of budding industry and corporate culture, is looking for a quick, affordable, easy to use and fit-for-all solution. And that's where Barco's Wireless Collaboration steps-in, bringing the world-class wireless solutions, both button-centric and app-based, best fit for any type of enterprise – large, medium or small.

With its advance solutions, Barco transforms the way businesses and organizations in India are performing, giving more time in generating revenues, better their decisions and garner more opportunities while decreasing the time consumption in presenting the work done.

Barco is helping India transforming into a Wireless Connected Nation.

PROJECTORS

Barco carries a variety of projectors in its umbrella, each one different from one another.

Business Projectors	Cinema Projectors	Installation Projectors	Postproduction Projectors	Rental Projectors	Simulation Projectors	Virtual Reality Projectors
Compact and reliable 1-chip and 3-chip DLP lamp and laser phosphor projectors for meeting rooms, boardrooms, and auditoriums.	Best-in-class 2K and 4K laser and lamp-based cinema projectors for any screen size	Professional projectors for fixed installation	4K projector for postproduction, archiving, restoration and colour grading	Rugged lamp and laser phosphor projectors up to 40,000 lumens for large venues and events	Projection for simulation and training	The 3D stereoscopic projection for virtual reality

How it helps India in Digital Transformation?

With the new age media and advanced technology, the entertainment industry of India is going towards a golden change, a change that pampers the tradition and embraces the new technology. While one can see this difference in the motion pictures, then why should the technical equipment abilities rest aside? Products like Cinema Projectors, Postproduction Projectors, and Virtual Reality Projectors transforms the way one experience the cinema or entertainment at large.

With such new tech innovations on board, India's entertainment is experiencing the digital transformation at a rapid-fire speed.

MEDICAL DISPLAYS

With 8 intellectual products that act as a backbone to the Medical Industry, Barco is creating a revolution.

Mammo-graphy displays	Diagnostic displays	Clinical displays	Surgical displays	Dentistry displays	Touch displays and User Interfaces	Medical display controllers	Medical calibration and QA software
Barco's 5MP display systems for digital breast imaging offer unrivalled image precision and ultimate diagnostic confidence.	Barco's full line of color, grayscale and multi-modality diagnostic displays, display controllers and softcopy QA tools	Medical displays optimized for viewing image-enabled EMR.	Barco's surgical and endoscopy displays are designed to provide unsurpassed precision while meeting the specific safety and space	Barco's dental displays combine excellent cleanability and a sleek, smart design with the image quality that Barco is renowned	Barco's touch displays, and user interfaces offer an intuitive, ergonomic touch experience and have been specially designed for	Barco's medical display controllers deliver the performance, quality and stability required for today's advanced medical imaging	Online service for medical calibration and high-grade Quality Assurance on PACS workstations and mobile devices.

How it helps India in Digital Transformation?

India's medical industry is seeking the collaboration of advanced technologies that can help in addressing, consulting and treating the illness of the patient. Such collaboration which will enhance the quality of medical out bringing of the nation. Barco's range of products for Medical Industry brings the revolution for future. Products like Surgical displays, Diagnostic displays, and Dentistry displays play an important role in transforming the nation into a Health Hub for all the treatments.

VIDEO WALLS

Crowned with 'highest quality video walls in market' tag, Barco is surely a proud father of this multi-product range category.

Laser video walls	LED rear-projection video walls	LCD Video walls	LED video walls	Video wall controllers	Control room collaboration	Enterprise services	Upgrade kits
Excelling in brightness, color, eco-friendliness, and lifetime, Barco's RGB laser series for 24/7 control rooms are the new	Available in a large variety of screen sizes and formats, Barco's LED-lit rear-projection video walls suit every control room.	Professional grade, narrow-bezel LCD displays, designed for tiled video wall applications in small to medium-sized control rooms,	High-quality and high-resolution LED tiles for critical applications	Display any type of video and data sources on any video wall configuration.	Barco's easy-to-use software allows to manage your control room, video wall and operations the way you want.	Maintenance, support, and professional services for Barco video walls, AV control, and control room solutions.	Technology refresh services for you existing control room visualization solution.

How it helps India in Digital Transformation?

By improving the quality of visuals and presenting a new form of technology that can not only enhance the look & feel but also doubles the experience of a viewer. Such future predicted technology of today can create wonders when clubbed with the entertainment industry, business presentations or the advertisement world at large. Artists help the nation transform and bloom itself into a masterpiece with Barco's Virtual Wall products, giving India's digital transformation a new height of expectations & wonders.

IMAGE PROCESSING

Barco's Image Processing category carries a different kind of range that helps Event Organizers, Organizations and Industry Professionals to take their event/conference/meeting to a next-level.

Sub-Categories -

Event Master	Screen Management Systems
Rugged and modular screen management systems for live events.	Reliable and modular video processing for fixed installation.

Featured Products –

Presentation switchers	Cards	Controllers	Scalers
Video processing and presentation control systems	Modular I/O cards	Full control at your fingertips	4K video scalers

How it helps India in Digital Transformation?

India is a hub of big events, conferences, and summits, attracting millions of visitors across the globe. With the list of big events in the bag, India surely looks for a solution that can improve the quality and the experience, there's where Barco's Image Processing range comes in a rescue. To keep the momentum of big events high, these advanced products come in handy. Bringing India on an international level when it comes to the 'quality experience.

SOFTWARE

While having a list of intelligent products, Barco's range of software helps in transforming a simple functionality into a world-class experience.

Control room collaboration	Cinema software
Barco's easy-to-use software allows to manage your control room, video wall and operations the way you want.	Software tools for show schedule, screen management, troubleshooting, configuration, and installation.

How it helps India in Digital Transformation?

With the innovation of advanced technologies and products, India also wears a crown of high-tech Softwares and Barco's software range contributes in the same, taking India to a higher level in terms of Digital Transformation in the Software Field.

COMPITION DYNAMICS

Top Competitors

Apart from these top eight competitors from the globe, BARCO face the tough competition in Indian Market as well as Online E-Commerce Market by the following Brands –

Competitor Chart as per Wireless Presentation System Product features:

Features	Prijector	Creston Airmedia	Barco - Clickshare	wePresent WiPG-1000
Resolution	1080 P	1080 P	1080 P	1080 P
Computer Support	MAC, PC	MAC, PC	MAC, PC	MAC, PC
Desktop Application	Yes	Yes	Yes	Yes
Mobile Device Support	iPhone, iPad, Android, Windows, Blueberry	iPhone, iPad, Android	iPhone, iPad, Android	iPhone, iPad, Android
Mobile Application	No	Yes	Yes	Yes
Multi-User Support	Unlimited	Up to 32	With devices having ClickShare button	Up to 64
Wireless Connection	Creates its own room Wireless Connection	Uses existing WiFi Available	Creates its own room Wireless Connection	Uses existing WiFi Available
Audio Support	Yes	Yes	Yes	Yes
Quad Viewing	Yes	Yes	Yes	Yes
Bluetooth	Yes	No	No	NA
HDMI Input	Yes	No	Yes	NA
Video Conference	Yes	No	No	NA

SOME PRODUCTS BY THE COMPETITORS FEATURING IN INDIAN MARKET & E-COMMERCE PLATFORMS –

Projectors by SONY

Education Projectors

- Projectors for schools, colleges and universities
- Portable, installation and Ultra Short Throw models
- Low running costs plus smart interactivity for connected classrooms

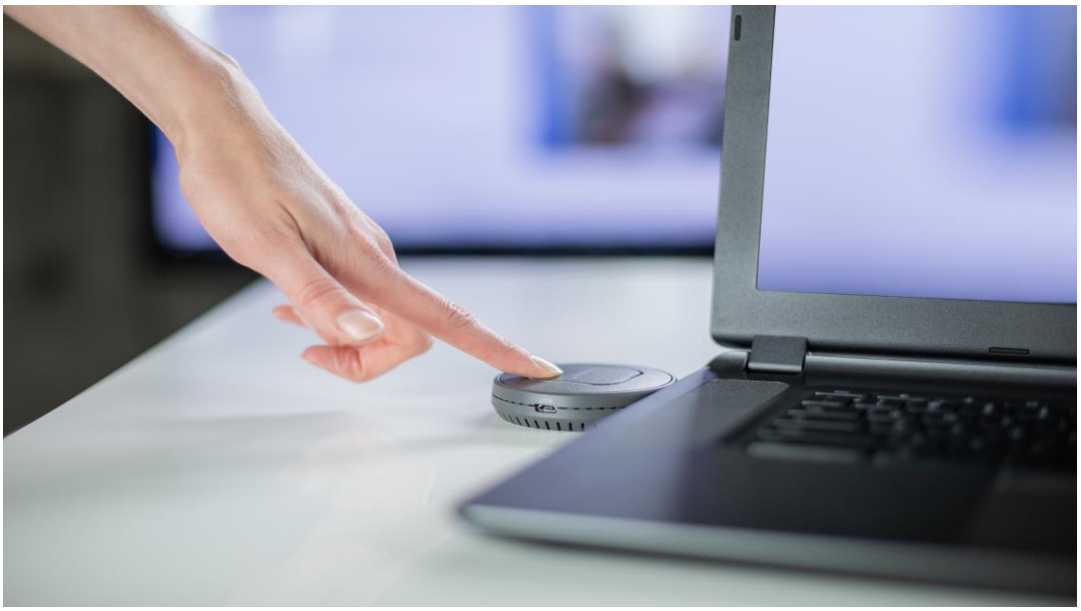
Business Projectors

- For boardrooms, meeting areas and larger venues
- Short throw, desktop and installation models
- Lamp or laser for crisp, bright images with easy operation and low running costs

Home Cinema Projectors

- From Full HD to 3D and 4K
- For movies, sport and gaming

SimpleShare Wireless Presentation Solutions by InFocus



Projectors by InFocus

Wireless App-based Projectors for iOS by PANASONIC

BARCO'S USPS IN INDIAN MARKET

The Power of Innovation & Collaboration
Better User Experience
Realistic Features
High Visual Quality
Connecting Businesses
Brighter Approach to Connect & Engage
Collaborative Learning
Delivering impactful advertising to the right audience
Life Saving Perspective
Guiding Surgical Procedures
Improving Diagnosis & Healthcare
Providing Insights
Smart City Products
Helping Design Virtually
Monitoring Electricity Transport

BARCO'S SWOT ANALYSIS AS PER INDIAN MARKET

INDIAN MARKET RESEARCH

We have conducted a detailed Market Research, in which our team has met more than 45+ different vendors dealing in products similar to Barco's.

Research Location: Nehru Place, New Delhi, India.

Some of the Vendors:

Questions Asked –

- Which Wireless Presentation System is famous among B2B & B2C clients in New Delhi & India at large?
- Who is the biggest competitor of Barco's projectors range in Indian Market?
- Do you recommend Barco's Product to clients? If not, then why?
- Apart from WPS & Projectors, do Video Walls & Medical Displays have future in Indian Market?
- Where else we can go to buy products like Barco?
- Is it cost effective as compared to the quality? Or you have any substitute option of Barco's products?
- Why do you sell Barco's products? Share benefits in business for you.
- Why don't you sell Barco's Products? Share disadvantages for you.
- What is the sell percentage of Barco Products in Delhi Market?
- What is your opinion regarding Barco Products?

Key Findings from the Market Research –

Product	Findings
Clickshare/WePresent	Shockingly, out of almost 45+ Shops, nobody knew about Click Share or WePresent.
Projectors	Out of 45+ Shops, around 16-18 people have projectors pricing & Brands are: BARCO was not available, most of them did not know what BARCO is... a) DELL: 25000-28000 b) BENQ: 23000 - 1.5Lacks c) UNICORN: 11K d) UNIQUE: 5500 - 12500 e) B-Sonic: 24000-27000 f) HITACHI: Around 33000

	g) EPSON: 21000-27000 h) ZYNC: Around 5200 i) Local Projectors: Around 5500 For B2B Purpose they preferred "Sony" For B2C Purpose they preferred "Dell & Epson"
Video Walls	Most of the shop Owners had no information about Video Walls
Medical Displays	Most of the shop Owners had no information about Medical Displays too.

The conclusion of Indian Market Research –

- Barco needs to market its intelligently designed products in India to gather the attention of potential buyers from the B2B market.
- Barco needs to plan for a comprehensive campaign strategy to win over the Indian Market.
- Barco needs to go Local in the Indian Market as well apart from being the global leader.

INDIA MARKET SHARE

Barco India has a well-integrated and established set-up of around 500 people in the country.	**Barco India looks forward to 'Make in India' as an excellent initiative by the Indian government and is willing to contribute in the same with its advanced technology power.**	**Barco India produces 10,000 projectors per annum.***

*As mentioned in an article published by electronicsb2b.com (online IT news media portal)

CONCLUSION & FUTURE PRESPECTIVE

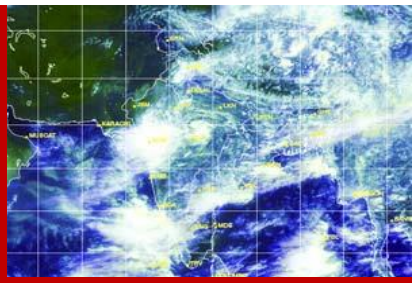
BARCO's finest products are ideal for Indian Market and Business Industry. While toping the list of competitors in terms of quality, it suffers the market when it comes to Price Comparison. Highly priced products attract only the large B2B clients in India, while SMEs and Startups are still struggling to get their hands-on the BARCO Innovative Products.

BARCO is helping India in transforming Digitally, Virtually and Technically, making it stand beside other tech savvy nations around the globe, with its world-class products and innovations.

Apart from creating excellence in Entertainment, Education, Business, IT, Medical and Enterprises categories, BARCO should explore other verticals of Indian Industries which need the tech intelligence.

Sectors where BARCO can contribute digitally in India & Asia at large –

Defense & Public Safety



News Media

Monitoring Traffic & Weather Forecast

Telecom Sector

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