

Outdoor & Portable Projection

Portable projection designed for mobility, fast setup, and flexible environments.

Quick Positioning

Recommended series: BOOK Series (core portable) + MAGIC Series (optional entertainment upgrade)

Best-fit channels: Consumer electronics distributors • Retail/e-commerce + service • Event/rental operators • Outdoor retailers

Ideal selling message: Portable, fast setup projection for outdoor, rentals, and mobile demos.

Key brand facts: 10+ years industry experience • 100+ countries distributor network

Market Demand & Opportunity

Outdoor and portable projection demand is rising across entertainment, rentals, temporary venues, and mobile demos. Customers want a big-screen experience without fixed installation. BOOK Series provides portable, battery-enabled flexibility; MAGIC can serve as an upgrade in entertainment-focused channels.

Key demand drivers

- Outdoor entertainment and travel/camping use cases
- Event, rental, and temporary venue demand
- Mobile demo roadshows and promotions
- Preference for compact, easy-to-deploy products

Use Scenarios & Buyers / Channels

Typical Use Scenarios

- Outdoor entertainment and backyard cinema
- Camping and travel
- Events and exhibitions
- Rental and temporary venues
- Mobile demos and roadshows

Typical Buyers / Channels

- Consumer electronics distributors
- Retail and e-commerce channels with local service
- Event / rental operators
- Outdoor and lifestyle retailers
- Integrators supporting temporary venues

Challenges & BYINTEK Solution Logic

Key Challenges

- Power availability varies by location
- Portability and durability are critical
- Non-technical users need fast setup
- Clear positioning to protect pricing

Solution Logic (How to Sell)

Sell by scenario: “portable setup, flexible power, consistent experience.” Lead with BOOK Series for mobility and battery flexibility. In entertainment channels where users want higher engagement (games/sports), offer MAGIC as an upgrade ladder.

Positioning tip

Keep positioning clean: BOOK = portable/battery mobility. MAGIC = entertainment upgrade (not the default portable choice).

Recommended Positioning & Series Fit

Series system (reference)

Series	Positioning	Best-fit scenarios
BOOK	Mobile Education + Portable/Outdoor	Mobile training, teacher mobility, outdoor portable
NOTE	Professional Education & Training	Institutional classrooms, structured training
MEET	Business & Conference	Meetings, conference rooms, presentations
LOVE	Mainstream Home Cinema	Retail home cinema, volume segment
MAGIC	Enhanced Home Entertainment, (Some is Portable/Outdoor)	Gaming/sports upgrade, premium retail ladder, outdoor portable

For this solution, lead with: BOOK Series (core portable) + MAGIC Series (optional entertainment upgrade)

Business Value & Next Steps

Business Value for Distributors

- Battery-powered differentiation supports clear portable positioning
- Strong demand in outdoor, rental, and mobile demo markets
- Structured recommendations reduce internal price conflict
- Repeatable sales supported by practical partner materials

Next step: Share your target channel + scenario. We will recommend the right lineup and cooperation model.