

## Category Award Other Applications

### 4K Laser Short-Throw Golf Simulator Projector



**BenQ Corporation**  
明基電通股份有限公司



### Winning Reason

With a clearly defined target market, this projection solution strategically enters the golf simulation sector, aligning perfectly with current trends in sports technology. By addressing critical user pain points—such as complex installation, maintenance difficulties, and color calibration challenges—this product offers an effective and streamlined solution. This specialized design demonstrates significant long-term market potential and a commitment to enhancing the user experience.

### Product Feature

AK700ST's value proposition is "Play Like You're There," aiming to let users easily recreate the golf course experience at home. Its exclusive auto screen-fit feature enables effortless full-screen setup, while IP5X dust protection and a laser & LED light source ensure long-lasting, vibrant colors. In addition, BenQ's dedicated Golf Picture Mode delivers an exceptional simulation experience.

<https://bcaward.computex.biz/>