

# Tata Motors Enhances Design Tech Center with Smarter Surfaces' White Projector Pro

March 25, 2025



**Smarter Surfaces has announced that Tata Motors has implemented its White Projector Pro within its Research & Development Design Tech Center, significantly improving the facility's media room capabilities. Tata Motors' design team selected the advanced projection solution after rigorous testing, citing its superior projection quality, performance in low ambient light conditions, and cost-effectiveness.**

Tata Motors required a high-performance projection surface to facilitate detailed presentations, visual evaluations, and design work within its design studio. The challenge involved ensuring clear, high-contrast images on a large wall surface, even in environments with varying lighting conditions. Smarter Surfaces' White Projector Pro emerged as the optimal solution due to its patented formula, which enhances brightness and contrast, minimizes glare, and provides durable, long-lasting performance.

"We are thrilled that Tata Motors chose White Projector Pro for their design studio," stated Sonia Bueno of Smarter Surfaces. "Our objective has always been to deliver creative solutions that promote creativity and accuracy. This relationship demonstrates the confidence that top worldwide brands have in our products."

Key features that drove Tata Motors' selection included the product's ultra-high brightness and contrast, ambient light rejection capabilities, large surface coverage, cost-effectiveness, and durability. The White Projector Pro effectively covered a 13.2m<sup>2</sup> wall, creating a seamless projection surface that enhanced the design team's workflow.



Post-installation feedback from Tata Motors highlighted enhanced image clarity, reduced glare, increased productivity, and a positive user experience. The integrated projection surface enabled more efficient design reviews and improved the accuracy of design modifications.

This partnership reinforces Smarter Surfaces' position as a leading provider of advanced surface solutions for the automotive and technology sectors. The company's commitment to innovation and customer-centric solutions has enabled Tata Motors to enhance its design and development processes, demonstrating the value of Smarter Surfaces' technology in high-demand environments.