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Da-Lite Builds Home Theater Offerings With New Dual Format Imager Masking System

WARSAW, IN – June 10, 2009 – Da-Lite Screen Company introduces a new addition to its comprehensive line of home theater projection screen options with the launch of the Dual Format Imager masking system.

In a response to the home theater market demand for ever larger projection screens that can display optional format choices, Da-Lite's new Dual Format Imager allows for sizes up to 220" of diagonal viewing area. This provides a masking system with over 18 diagonal feet of eye-popping entertainment. The new Dual Format Imager is available in either the Cinemascope to HDTV format or the HDTV to NTSC Video format. With either choice, the user gets fingertip control between formats.

"Today's home theater owners want bigger projection screens for the ultimate in-home experience," commented Wendy Long, Da-Lite's Vice President of Marketing. "The Dual Format Imager is designed to compliment Da-Lite's line of fixed frame screens, including Cinema Contour, Da-Snap and Imager."

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The Dual Format Imager masking system fits Da-Lite's fixed frame projection screens that are available in 13 fabric choices and include both front and rear screen projection fabrics, including Da-Lite's 3D Virtual Black and 3D Virtual Grey revolutionary passive stereoscopic 3D projection screens. With standard electric operation and wall mounted switch or optional remote control and Da-Lite's proprietary "Stay-Flat" masking system design, the Dual Format Imager is a great solution for ultra-large home theater installations.

"Da-Lite now offers both home owners and home theater dealers a comprehensive line of home theater projection screens and masking system options," stated Dan Drook, Da-Lite Vice President of Home Theater Sales. "The new Dual Format Imager masking system can also be combined with our innovative JKP Affinity Screen series material featuring the highest uniformity in the industry."

The new Dual Format Imager masking system and Da-Lite's full line of fixed frame and electric home theater products are available at Da-Lite home theater dealers.

Attachment: Home theater Photo featuring Dual Format Imager
Da-Lite home theater logo

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Founded in 1909, Da-Lite Screen Company is the leading producer of high quality commercial and residential projection screens worldwide. With headquarters in Warsaw, Indiana and additional operations in the U.S. and Europe, Da-Lite manufactures projection screens and accessories for Fortune 500 companies, entertainment and major broadcast networks, education systems and governments around the globe. Today Da-Lite's proprietary screen technologies are specified for the most demanding installations from military training simulators to boardrooms and classrooms to home theaters. Da-Lite has become the "First Name in Projection Screens." For more information, visit Da-lite.com.