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Da-Lite Introduces New Holo Screen Digital Signage Screen

WARSAW, IN – June 12, 2009 – Da-Lite Screen Company introduces the new Holo Screen for large format digital signage applications. Engineered and designed to address the need for custom sizes in digital sign installations, Holo Screen is an upgrade from the previous holographic film available from Da-Lite.

Designed specifically for high ambient light environments and point-of-sale applications, the new Holo Screen is now available in sizes up to 108 X 300 inches meeting the increased demand for ever larger digital signage in the commercial and retail markets. “With the increased demand and use of digital signage, Da-Lite responded to the market with a completely new rear screen that utilizes a proprietary optical coating for crisper images that result in improved impact in installations,” commented Wendy Long, Da-Lite’s Vice President of Marketing.

Designed for use with a single lens projector, the new Holo Screen allows architects, AV consultants and integrators to design and install custom sized screens for specialty retail, office lobbies, airports and other high traffic commercial and retail locations.

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Featuring a projection angle from 18 to 35 degrees, a generous viewing angle and a 4.0 gain, the net result is a remarkably bright and clear image, even in brightly lit environments. All other light – such as sunlight and other sources of ambient light – is ignored making it ideal even for retail shop windows. Additionally, the transparency of the Holo Screen allows an image to be projected while letting the viewer see through the screen at the same time.

“The best news next to the tremendous image improvement and larger custom sizes is the price of the new Holo Screen,” continued Long. “The new Holo Screen represents a terrific value with a price point that is approximately 50 percent lower than our previous holographic material.”

The new Holo Screen is available through authorized Da-Lite dealers and integrators throughout the world.

Attachments: Da-Lite Logo
Holo Screen Install Photo

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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.