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### **Da-Lite and Joe Kane Launch Innovative Projection Screens for Post Production and Commercial Applications**

WARSAW, IN – April 6, 2009 – Da-Lite Screen Company and Joe Kane Productions announce joint effort for the post production and commercial markets. Through a newly formed strategic partnership, Da-Lite Screen Company and Joe Kane Productions have launched a new line of projection screens targeted to post production and commercial facilities. The new JKP Affinity Screen series has been developed specifically for high definition 1080p projectors featuring the latest in optical technology.

“As the technology in today’s 1080p and higher resolution projectors continued to increase and the optics became more sophisticated, I determined there was a definite need for a new projection screen. One that could meet the demands of the post production market and other high resolution commercial applications such as mission control centers, flight simulation, broadcast studios and museums,” commented Joe Kane, SMPTE. “With the move away from small monitors in television and film editing suites to larger telecine bays using two piece projection, Da-Lite was able to respond to my challenge with the innovative HD Progressive material used in the JKP Affinity Screen series.”

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“The new JKP Affinity Screens are a breakthrough in low ambient light projection screen technology,” stated Blake Brubaker, Da-Lite’s Vice President of Sales. “The HD Progressive material produces an extremely uniform image required by editors in the post production market as they edit high definition television shows and films.” Initial post production installations have allowed editors to observe the detail inherent in the filming process never noticed before, resulting in better images for broadcast and theaters. As higher resolution becomes more prevalent in commercial applications, the JKP Affinity Screen series will provide the same high definition detail, thereby enhancing the projected image.

The initial commercial distribution of the JKP Affinity Screen series will be through qualified audio visual integrators. For more information on the innovative new JKP Affinity Screen series, email Blake Brubaker at [BBrubaker@da-lite.com](mailto:BBrubaker@da-lite.com).

Joe Kane Productions (JKP) was founded in 1982 with the intent of assisting the video industry in improving the quality of the video. Since then, the company has been actively involved in lectures, training, writing and consulting on topics of display standards, including such diverse topics as screen specification for projection displays and specifications for all sorts of equipment used to drive displays. Mr. Kane is a past chair of the Society of Motion Picture and Television Engineers (SMPTE) Working Group on Professional & Studio Monitors. He has also produced several groundbreaking programs, including *A Video Standard*, two versions of *Video Essentials* and multiple versions of *Digital Video Essentials*.

Attachments: Da-Lite Logo

JKP Logo

Joe Kane 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](http://Da-lite.com).