



Contact: Wendy Long
Da-Lite Screen Company
wlong@da-lite.com
574-267-8101

FOR IMMEDIATE RELEASE

Da-Lite's Dual Vision Projection Screen Surface Reformulated to Increase Contrast

WARSAW, IN – September 30, 2011 – In a move to meet the market demand for its Dual Vision projection screen material, Da-Lite Screen Company has increased the contrast on this innovative screen fabric. The recently reformulated Dual Vision with a viewing half angle of 65 degrees replaces the previous 50 degree half angle fabric, providing a dramatic improvement in the viewing cone and increasing the image uniformity. Dual Vision offers a light grey tint for enhanced contrast and a 0.9 gain, which makes this screen surface an excellent choice for wide aspect ratio and multiple projector applications.

“Although Dual Vision has been a standard surface for many years,” stated Wendy Long, Da-Lite’s Vice President of Marketing, “we are continually improving our proprietary projection screen fabrics through better chemistry and listening to the market.”

- MORE -

Dual Vision is a flexible projection fabric capable of both front and rear projection. The Dual Vision surface is ideal for video projection under controlled light conditions. With an exceptionally wide viewing cone and light grey tint, each seat in the audience will observe a uniform, sharp image with no color shift. Dual Vision offers a 0.9 gain, a viewing half angle of 65 degrees and is available in seamless sizes up to 16' in height.

For more information please log on to www.da-lite.com/products and choose Screen Surface Selection from the menu.

Attachments: Series 300 Lace and Grommet with Dual Vision Photo, Da-Lite logo

###

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 to 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.