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FOR IMMEDIATE RELEASE

Da-Lite Develops Revolutionary High Contrast Version of High Power Surface

WARSAW, IN – May 9, 2011 – In a move to meet the market demand for a screen material that performs well in conditions where ambient light cannot be controlled, Da-Lite has developed a high contrast version of its popular High Power screen surface. The new High Contrast High Power material is a revolutionary screen surface that provides a unique combination of high gain along with contrast enhancement due to its grey base and highly reflective top surface. The result is a screen surface with moderate viewing angles and the ability to reflect light back towards the source. These characteristics make this surface an excellent choice for environments with a moderate amount of ambient light and a projector which is placed on a table top or in the same horizontal viewing plane as the audience.

High Contrast High Power is a washable surface with a gain of 2.4 and a 20 degree viewing half angle. The material is available immediately on Da-Lite's electric, manual and fixed frame screen lines. For more information please log on to www.da-lite.com and choose Screen Surface Selections from the Products menu for more information.

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Attachments: Designer Contour Manual with High Contrast High Power, Da-Lite 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.