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**Da-Lite's 3D Virtual Grey Voted Most Innovative Projection Screen by
*Rental & Staging Magazine at InfoComm 2009***

Orlando, FL – June 16, 2009 – Each year, the AV industry recognizes the best AV products. Together with its AV media partners, InfoComm International honors the best AV products in the industry.

In conjunction with *Rental & Staging Systems* magazine and InfoComm International, Da-Lite was awarded the Most Innovative Projection Screen for its new 3D Virtual Grey fabric. 3D Virtual Grey was developed by the company's chemists and engineers to deliver a high performance front projection material that features an amazing 99 percent polar retention in 3D passive stereoscopic applications.

“With the introduction of 3D Virtual Grey, we have been able to expand our line of 3D projection fabrics designed exclusively for the 3D passive stereoscopic projection market. By offering both front and rear screen applications we can cover the vast majority of market applications,” stated Blake Brubaker, Da-Lite Vice President of Sales. “Whether

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the application is for industrial markets such as oil and gas exploration, commercial uses such as 3D modeling and medical or for developing 3D entertainment products, 3D Virtual Grey adds installation flexibility with the ability to use front projection where space may limit rear screen applications.”

3D Virtual Grey delivers an unheard of 99 percent polar retention. In the past, the biggest obstacle in passive 3D stereoscopic projection was the ability of the projection screen to retain or “hold” the polarization of the image on the screen. With the introduction of 3D Virtual Grey, users are able to “hold” 99 percent of the polarized image on the screen. Da-Lite’s 3D Virtual Grey is available in 16’ high seamless sizes.

Attachments: Da-Lite logo and 3D Virtual Grey 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 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.