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Da-Lite's JKP Affinity Screen Series Voted Most Innovative Projection Screen by *Systems Contractor News* at InfoComm 2009.

Orlando, FL – June 16, 2009 – Media partner *Systems Contractor News* and InfoComm International awarded the Most Innovative Projection Screen to Da-Lite's JKP Affinity Screen series. Launched in 2009 to the commercial AV market, the JKP Affinity Screen series is revolutionizing the way people view high resolution displays. With the increased resolution of 1080p projectors, the need for a projection screen that does not detract from the projected image quality is more important than ever and Da-Lite is the first to meet this need with the JKP Affinity Screen series.

Through a newly formed strategic partnership, Da-Lite Screen Company and Joe Kane Productions have launched this 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.

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“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.”

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.

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*.

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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.