

# PRESS RELEASE

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## **Screen Research Intros GrayPix Ultra-contrast Screen Fabric**

**The newest SolidPix screen material offers dealers a high-performance screen solution designed specifically for media rooms with high levels of ambient light.**

**Nantes, France – March 31, 2009** – Screen Research, a world-class provider of innovative projector screen solutions for the home theater and professional markets, today announced that it is now shipping its GrayPix™ Ultra-contrast screen fabric, the latest addition to Screen Research's growing line of SolidPix™ screen fabrics available for its fixed and motorized screens.

Screen Research's ISF® (Imaging Science Foundation) certified SolidPix screen fabrics are designed and engineered to achieve optimum levels of reflectivity, diffusion, texture and elasticity to deliver the most faithful image possible, on- and off-axis, and regardless of the viewing position. GrayPix Ultra-contrast is the newest SolidPix screen fabric and was developed exclusively by Screen Research's in-house team of engineers to offer best-in-class performance for installations that require greater-than-normal contrast level enhancements.

Consumers and builders increasingly are incorporating entertainment systems in multi-use media rooms versus dedicated home theaters. These multi-use rooms often are characterized by their higher ambient light levels. As a result, new screen fabric solutions are required to achieve optimal front projection performance in these rooms. Screen Research's GrayPix Ultra-contrast addresses these concerns as the screen fabric makes the most of the performance level of high-powered projectors to offer stunning black levels without compromising color fidelity.

GrayPix Ultra-contrast is characterized by a 0.7 on-axis gain designed to be paired with today's highest-performing 3-chip DLP and D-ILA projectors. Its off-axis characteristics also eliminate hot spots that effect color uniformity on larger screen sizes. GrayPix Ultra-contrast features perfect color balance for white field uniformity across the screen and maintains superb color fidelity and outstanding black level depth in ambient lit environments. ISF certification ensures that Screen Research dealers and their customers are getting the best possible screen solution by guaranteeing proper color balance, uniformity and accuracy.

GrayPix Ultra-contrast is suitable for use with all of Screen Research's fixed and motorized screens and is available in a range of aspect ratios, including 4:3, 16:9 widescreen and 2.35:1 CinemaScope screen formats. GrayPix Ultra-contrast is compatible with Screen Research's new patented FastGrip™ fabric attachment system and patented TFX™ floating tab-tensioning system, both of which combine to save dealers significant installation time. The new FastGrip system makes it simple and fast to attach the selected screen surfaces, and its backing, to the frame. FastGrip eliminates the majority of on-site labor by allowing the screen to quickly snap into place and providing varying levels of adjustment; at all times ensuring the screen is evenly tensioned. TFX provides greater levels of

screen rigidity and flatness for hanging or motorized screens, as it keeps a hanging screen surface flat when in use, with no distortion and no edge-warping so the projected image is presented in the best possible manner.

Screen Research's GrayPix Ultra-contrast is available now through its authorized dealer network. For more information, please visit [www.screenresearch.com](http://www.screenresearch.com).

## About Screen Research

Headquartered in Nantes, France, Screen Research is a world-class provider of innovative projector screen solutions designed for custom home theater and professional cinema applications. Distributed in 40 countries worldwide, Screen Research offers an extensive line of state-of-the-art video projection screen solutions, most notably its award-winning ClearPix® acoustically transparent THX® and ISF® certified screens.

### Trademarks

*ClearPix™, ClearPix2™, SolidPix™, SolidPix1™, GrayPix™, X-Mask™, C-Mask™, LeWing™, TheaterCurve™, Pi-Grip™, FastGrip™, TFX™ and DécorMask™ are all trademarks of Screen Research. All rights reserved.*

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*Screen Research products are covered by one or more of the following patents:*

*No. 00 07372 (France); No. 6,552,847 B2 (USA); No. 04787296.5 (Europe) pending; No. 03 10375 (France); No. 10/570,135 (USA) pending; No. PCT/FR04/02241 (International) pending; No. 200480025260.9 (China) pending; No. 1126/CHGENP/2006 (India) pending; No. 2006-524397 (Japan) pending; No. 04787296.5-2217 (United Kingdom) pending; No. 0409574 (France) pending; No. PCT/IB05/003917 (International) pending; No. 05817119.0-1252 (Europe) pending; No. 08.02361 (France) pending; No. 08/05836 (France) pending; No. 03 07216 (France); No. 10/557 781 (USA) pending; No. 04742791.9 (Europe) pending*

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