

# Top 5 Reasons

## Why You Need a Projection Screen

### Everyone's looking at it.

The projected image holds value in the viewer's mind. When that image lands on the surface, ask yourself: How does it look? Is the image dull or washed out? Is the viewing area too small? Is the screen positioned too high? Can everyone in the room see the image? Projecting on another surface or material will offer some sort of image, but it will never provide the bright and uniform visuals a projection screen guarantees. What kind of lasting impression will you choose?

01



### The right ingredients make a tasty dish.

It's hard to whip up your favorite recipe when you're missing all the main ingredients. It just doesn't taste the same. Projectors and screens are designed to work in harmony to provide the best possible image. For example, if you want to produce a high contrast image, you need a projector that can produce high contrast natively and you also need a screen that can do the same thing. If you want high resolution, like 4K imaging, you need a projector that can produce a 4K resolution image and you need a screen that can make that happen.

03



### Buy it and forget it.

While projector manufacturers are working on higher resolution solutions, many screen surfaces are 16K ready – making the projection screen a long-term investment. So, it's likely that the projector will be replaced long before the screen.

05



### Room size and cost still play a critical role.

While great things are happening to advance AV technology, a projection system has its place. Flat panels still can't be scaled large enough for even medium size rooms. Some LED walls may not have a fully uniform image because of bezel interference or may be cost prohibitive. For rooms larger than 15' (4.6 m) deep, or diagonals over 90", a projection screen is still the best choice.

02



### Who doesn't love options?

Projection screens are available with a wide selection of screen surfaces – each with their unique set of features that improve or retain the projected image to specifically deal with various projection challenges. Whether it's edge blending, large venue, acoustically transparent, front or rear projection, foldable, laser projection, ultra-short throw, short throw and standard lens, projection screens are versatile.

04

