

Showroom Comparison Evaluation.

Day-Light Digital Screens - We make your world brighter.

One of the major problems and disadvantages in using projection in well lit rooms and environments is that it has been a real problem to achieve pictures that have cinema qualities in day lit or high ambient environments. The problem has existed world-wide from home theatres in New York, boardrooms in Oslo or exercise gym Cardio Theatres in Auckland. How to achieve excellent contrast and razor sharp images, dynamic colours and as a bonus ...3D qualities in any picture source in a well lit rooms? This is beyond the capability of most, apart from those who have discovered the secret of Day-Light Digital. The ability to project where rooms lights add no negative impact, has been only in the realms of science fiction, imaginative movies or comic strips. Virtually any AV company world wide will give one answer..."sorry sir you'll need to buy a brighter projector", and then proceed to play with numbers like 2000, 3500, 8000, 12,000 ANSI and the like with an ever increase in the dollars or make the room darker.



ICE AV has taken a completely different approach to how people think to make a projected image brighter and also for the screen to be able to reject light in the room. With it's Day-Light Digital brand of projection screens, many experienced AV professionals and buyers alike have been totally impressed with the ability of Day-Light Digital screens. The philosophy and thinking behind a Day-Light Digital screen is based on the concept of the brightest reflective surface ... a mirror. From there based on principles regarding light transmission and optics on a flat surface and a concave surface, ICE AV is now able to offer daytime projection sceens for most applications and in all physical formats - Concave, Flat Framed Tension, Framed Hard Surface, Retro Power and Motorised Roll. This departure from the century old Matt White screens has created a totally new approach to projection and the opportunities that now exist for home entertainment, in-store promotion, refits to older aircraft, public venue display, projection in churches, shopping centre dispalys, funeral service venues, airports, media centres, sports review or training rooms, corporate entertain venues and vehicle show rooms.

In this room we have a test scenario set up with a Day-Light Digital 72" dia, 1.45m wide screen mounted on the wall with a Draper Matt White Manual Roll Screen that is able to pull down in front of the screen. A 1500 ANSI Lumen BenQ, Model PB6100 projector. Just in front of the screen we have a twin flourescent tube light and the same further back above the projector. Room brightness is measured at 720 lux.

These and many other venues have desperately needed an affordable solution that can deliver the size, performance and bright image in a system that is affordable, flexible, life long use, no maintainance, and in many variable sizes and compatible with ANY projector ever invented.

In these comparative photos taken seconds apart clearly demonstrate that Day-Light Digital is one of the most revolutionary products to emerge in recent years and certainly the only projection screen that can deliver this brightness in high room lit environments using one of the cheapest and lowest priced projectors available. What we are able to with a sub \$2000 projector on a Day-Light Digital Concave screen any Matt White screen would require a projector costing more than a \$100,000. With that statement we welcome any company to evaluate this performance.



ICE AV
TECHNOLOGY LIMITED

Day-Light Digital™
Projection for well lit environments



Draper Matt White Screen.

Observation:

In this picture a number of aspects can be observed that affect the overall quality of the image. The image is very washed out and is of no practical use in any application. The room brightness was the same in all three photos despite variance as pictured.

The typical wave effect of a Matt White screen is easily seen. The picture appears slightly brighter at the bottom of the screen but still not readable. We can not imagine any application where this typical scenario would be acceptable.

No contrast, rippled image, lack of sharpness and demonstrates how badly projection looks in well lit environments using the standard common projection screen.



Day-Light Digital Screen.

Observation:

In this picture a Day-Light Digital Screen displays exactly the same picture from the same projector and in the same lit environment.

The immediate easily seen improvements include:

- Razor sharp image.
- Absolutely no impact from the light above the screen.
- No graduated brightness problem.
- Stunning bright totally adequate image from a sub \$2000 projector.
- Exceptional overall clarity that outperforms even a projector that would cost \$50,000 on a white screen..
- Total demonstration system **including** projector is valued under *RRP \$NZ 4000.

Contact ICE AV for a reseller nearest you to experience a Day-Light Digital screen. We are currently establishing resellers in a bright environment near you. Sun glasses not supplied. * Costs may vary according to country.



ICE AV
TECHNOLOGY LIMITED

ICE AV Technology Ltd, P. O . BOX 303013, AUCKLAND 1030
Unit 14, 6 Airborne Road, Albany, New Zealand
Tel +64-9-414 2348, Fax+64-9-414 2490 Mob 027 647 2267
sales@iceav.co.nz. www.iceav.co.nz
Singapore: Paul Mah Tel +65-9740 5757, paul@iceav.co.nz