

Rear projection Screens and You

What does Rear Projection Screens have to do with you and your particular situation? That is a great question.....the answer is below.

The demand in today's society for information and advertising has opened up new doors for projection surface materials. Now more than ever if your digital signage is going to compete effectively against the thousands of digital displays within a quarter mile of your location; you will want to consider some level of uniqueness if you are going to stand out in the blur and buzz.

With the advances of technology there is no reason you should blend in if you don't want to. The biggest problem we find with business owners like you when using traditional flat panel display technology (LCD, Plasma, and LED) is that it is not new anymore. There is no curb appeal or wow factor. Everyone practically has one in their home, car, office, restaurant, doctor's office, fast food store, etc. What has happened is this - Society has become immune to this style of advertising and digital signage.

There are also many risks associated when installing traditional digital flat panel displays in your windows, learn more about that if you are interested.

Over the last ten years we (society) have been wowed and now inundated with this technology. We are not saying that this display type has no place but rather you should know its place. You know the old saying "right tool for the right job"; little to the originators knowledge this statement is very real in this scenario today as it was back then.

With all this talk of Storefront advertising, digital displays and the topic of rear projection, you may be asking yourself where this is all going.

Well the point is simply this - just as you do not want to use a hammer for the screwdrivers job you want to use the right display technology for your retail storefront advertising. Projection is no longer limited to the walls of the office, boardroom and theater. Projection surface technology has "come out of the closet" and is now used almost everywhere you go.

Projectors have shrunk in size, weight, and price and grown exceptionally in technology, usability, affordability and performance. You can now put them in your pocket or use them outdoors. Rear Projection Screens have fast become the leading technology for Storefront, In Store, Retail, POP, and so many other uses because of one very particular quality - versatility.

You may be saying things like – "I thought you had to have the lights off?", "You can't use projectors outside.", and "Sunlight washes out the images." and so many other common concerns and questions we hear.

The very real truth is that, it is not so much the advancement of projector technology itself as it is the significant advancement of projection screen surfaces in the last ten years.

Projection screens were at one time white and fabric; NOW projection screens come in rigid, glass, white, dark, film, foil, plastic, poly, vinyl and so many new technologies.

What we want to focus on specifically is the advancement of rear projection screens as that is the title of this article....rear projection screens are now actual technology where for years they were just materials able to hold an image without considerable side effects.

Now Rear projection screens can be used in direct sunlight, outside, factory use, trade-shows, retail windows and more; you can apply a paper thin rear projection film to your glass window and instantly have a digital display of any shape or size.

You can curve and shape these rigid rear projection screens into domes and globes, logos and shapes. We have products that are used in mobile video trucks and outdoor extreme weather situations, TV sets, movie productions and even home theater.

Back to what does this all have to do with you? Everything, when considering attracting attention and getting your message heard; it is important to realize that none of us know everything and usually we only know what we have been exposed to. We encourage you to consider rear projection as alternative to traditional digital displays - yes because we sell it BUT more importantly because its powerful, it works and it creates that experience that today's consumers desire and appreciate.

In advertising and business very rarely is it advantageous to go with the flow and do what the crowd is doing or maybe how they are doing it - you will possibly make it but is that really enough? Most everyone in history that did something that we all know about broke the rules, got out of the box, pushed the limits and dared to dream. That is why we know their names and stories.

Do something unique that will be remembered and profitable - consider rear projection when looking for digital display solutions.

Visit us at www.projectionsystemdesign.com or call 888-631-5880 for a no hassle consultation that we guarantee will provide value to you and your business.

For information and specifications on Environmental Projector Enclosures please visit www.projectorenclosure.com

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