Screen Goo +20 Coatings

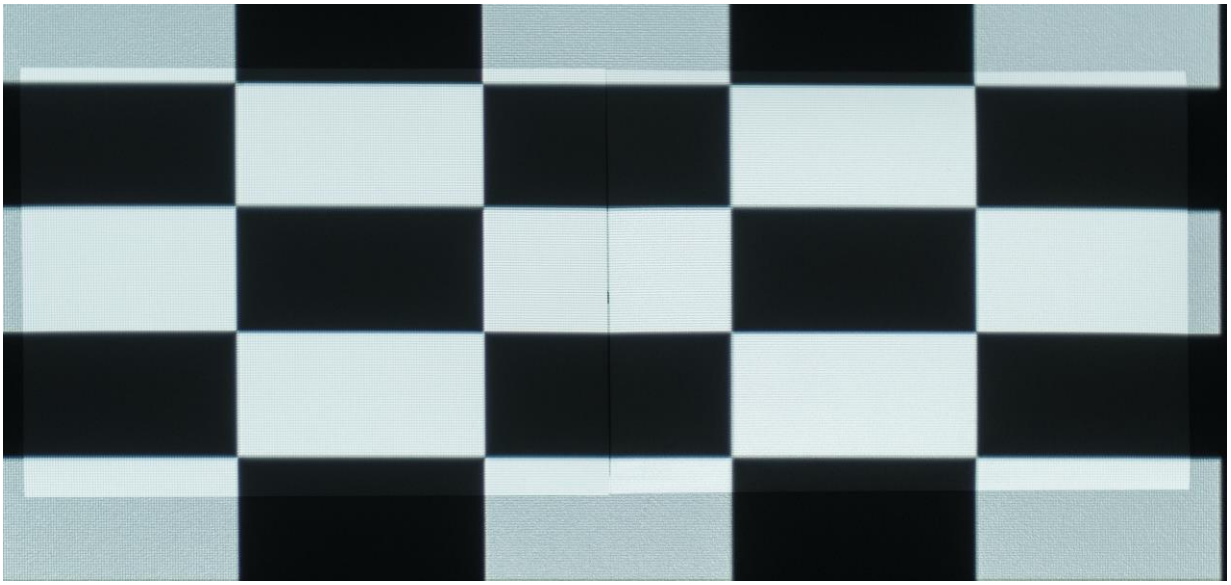
A line of newly developed pigments is allowing us at Goo Systems to offer new and more reflective versions of our matte Screen Goo coatings which we're calling +20. Unlike other, compromised strategies for increasing reflectivity: adding pearlescence (causes colour shift), adding gloss (narrows the field of view), these new pigments provide a useful improvement in light return with relatively few artifacts.

One of the key attributes of Screen Goo is its ability to maintain great Black Levels in varying ambient light conditions. The value of our +20 series projection coatings is in their ability to allow the user to make a bigger image or use a less expensive projector for a given image size. While more expensive than our standard matte coatings, our +20 series coatings save our customers the cost of a brighter projector and provide a more dynamic image. In particular, customers projecting in active 3D will benefit from the increased reflectivity of our +20 coatings.

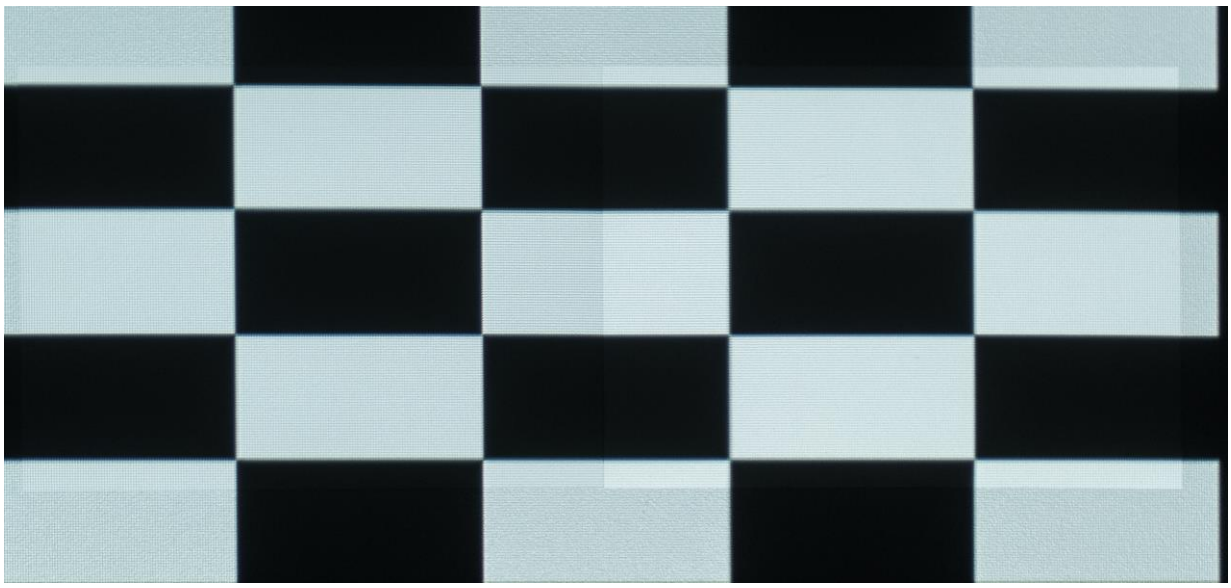
The three photographs below illustrate both our strategy for maintaining black level in ambient light and the increase in reflectivity provided by the +20 pigments.

A bit of background: the projector used is an Epson 8350, at approximately 20 Lumen per sq. ft. of projector light and set up in the following manner:

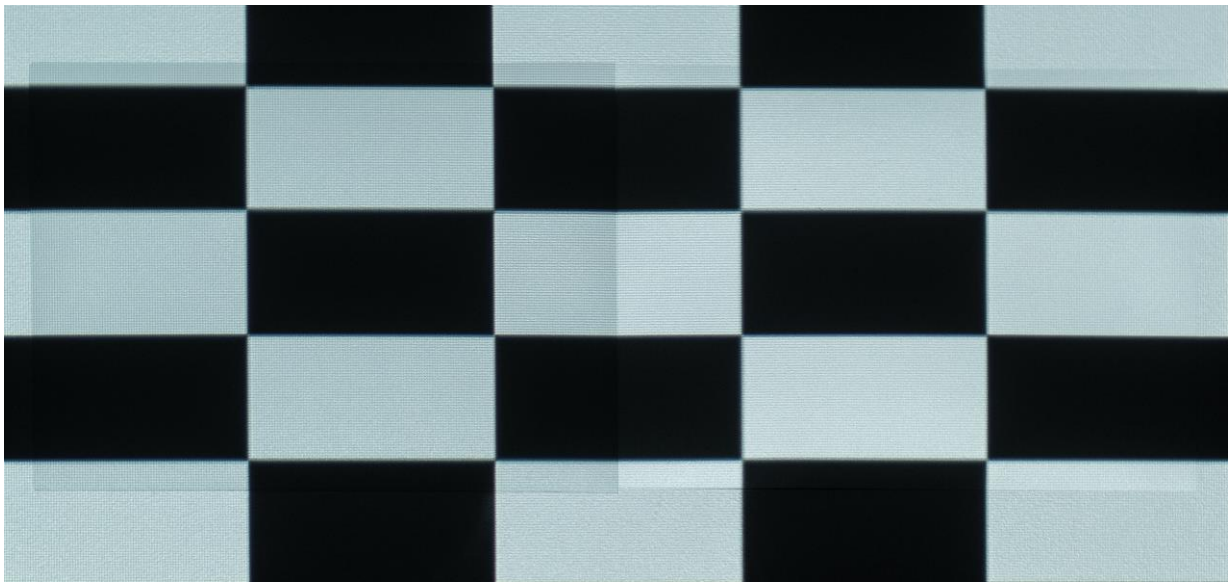
The first shot is of our Reference White coating on the left and the Reference White +20 on the right. This photo is taken in a room with an ambient light level of 2 Lux or very low:



The next photo shows our High Contrast coating (left) and its + 20 variant (right) in a room with 15 Lux ambient light (subdued lighting):



The last photo shows our Max Contrast coating (left) and its +20 variant (right) in a room with 30 Lux ambient light (medium lighting):



Screen Goo +20 products available include:

Reference White +20 - Our Reference White +20 coating provides a 30% increase in reflectivity at 15% off-axis as compared to our standard matte Reference White coatings. Screen Goo Reference White +20 is best suited for rooms with complete light control - Use with projectors producing >9 ANSI Lumens per square foot of screen area.

High Contrast +20 - Our High Contrast +20 coating provides a 24% increase in reflectivity at 15% off-axis as compared to our standard matte High Contrast coatings. High Contrast +20 is best suited for rooms with moderate ambient light levels - Use with projectors producing >20 ANSI Lumens per square foot of screen area.

Max Contrast +20 - Our Max Contrast +20 coating provides a 20% increase in reflectivity at 15% off-axis as compared to our standard matte Max Contrast coatings. Max Contrast +20 is best suited for rooms with high ambient light levels - Use with projectors producing >29 ANSI Lumens per square foot of screen area.

Ultra Max Contrast +20 - Our Ultra Max Contrast +20 coating provides a 34% increase in reflectivity at 15% off-axis as compared to our standard matte Ultra Max Contrast coatings. Ultra Max Contrast +20 is best suited for rooms with very high ambient light levels - Use with projectors producing >56 ANSI Lumens per square foot of screen area.