



Transform Any Smooth Paintable Surface Into a High Performance Projection Screen

Screen Goo Product Information

What is Screen Goo?

Screen Goo products are specially formulated, color correct, video screen coatings in liquid form. They allow the user to transform any smooth paintable surface into a high performance projection screen. The affordability and versatility of Screen Goo has seen it used in myriad applications, from home theatre to large scale commercial installations.

Screen Goo's performance reflects many years of research and development. It has the capacity to outperform most of the existing screen products in use today. Screen Goo is made from a proprietary combination of the highest grade coating components available. Premium acrylic resins, museum grade pigments and other optical "Goo-dies" are blended using custom designed, purpose-built mixing equipment. Whether used in a professional or in a home setting, its simplicity of application, versatility and quality make Screen Goo the right choice for almost any projection job.

Why use Screen Goo?

◆ It's Amazingly Good!

Reference quality color accuracy with unmatched image depth and dimensionality.

◆ It's Easy to Do

Designed for easy application via Spraying or Rolling, Screen Goo products can be successfully applied by the novice or professional alike. While applying Screen Goo is quite straightforward, for optimal results please follow the rolling or spraying instructions on our website www.goosystemsglobal.com. See Goo Tips and FAQ for our instructional video.

◆ It's Incredibly Cost Effective

Screen Goo offers maximum performance at a minimal price. Premium projection surfaces can be created for material costs of typically less than 10% of the cost of competing products. Put the savings into better projectors or a bigger screen!

◆ It's Astonishingly Versatile

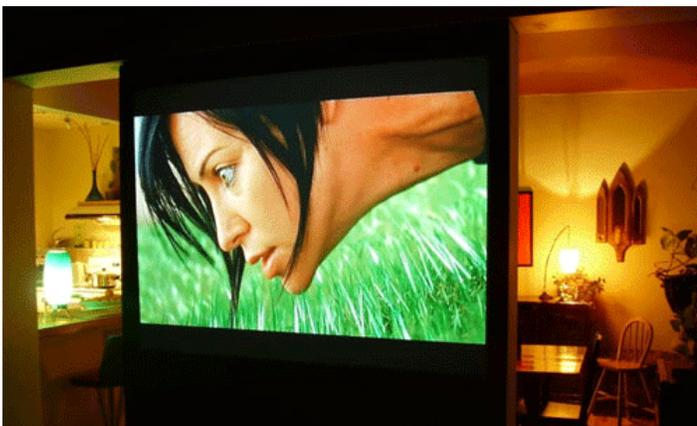
Screen Goo can be used to create Front, Rear or 3D Projection Surfaces of literally any size and shape. If you can imagine it, you can make it with Screen Goo! How big? Our clients have created 10, 000+ sq. ft. seamless projection surfaces. How flexible? Our clients have created seamless projection surfaces with compound curves. Try that with a vinyl screen!

◆ It's Environmentally Friendly

Screen Goo is by far the most eco-friendly projection surface available. No nasty volatile plasticizers like those which give vinyl screens their characteristic harsh chemical smell. Screen Goo carries ASTM D-4236 certification for non-toxicity and requires no California Prop 65 Statement!

◆ It's Long Lasting

Employing museum-grade pigments and optical components and an archival quality 100% pure acrylic resin base, Screen Goo won't yellow, sag, stretch, crack or crumble like conventional vinyl screens.



Front Projection Screen Goo

The Screen Goo Front Projection line consists of Nine Finish Coats and Three Reflective Coat products.

Finish Coats

- ◆ Reference White and Reference White +20
- ◆ High Contrast and High Contrast +20
- ◆ Max Contrast and Max Contrast +20
- ◆ Ultra Max and Ultra Max+20 (special order only)
- ◆ Ultra Silver 3D (spray application required)

Reflective Coats

- ◆ Reference White
- ◆ High Contrast
- ◆ Max Contrast

Ultra Silver 3D

Ultra Silver 3D is a high gain silver coating which preserves light polarity for polarized 3D projection systems. It is also ideally suited for higher ambient light situations where ultimate black levels can be less of a consideration. Ultra Silver 3D is formulated to be used with Screen Goo Max Contrast Reflective coat and is recommended for sprayed applications.

Rear Projection Screen Goo

Goo Systems has also engineered a Rear Projection screen coating designed to provide exceptional results in both home and business applications.

Any rigid transparent surface can now be cost effectively transformed into a high quality dual sided projection screen.

Potential uses include Digital Signage, Home Theater installations, Retail Point-of-Purchase Displays, Conference Rooms and Large Venue Displays such as Concert Halls, Arenas, and Houses of Worship. Applications are limited only by your imagination.

Features include:

- ◆ Exceptional color fidelity.
- ◆ Excellent gain with minimal hot spotting.
- ◆ Industry leading off-axis performance.
- ◆ Easy single step application.
- ◆ Exceptional affordability.
- ◆ Dual sided with suitable substrate.

Why use Screen Goo instead of typical wall paint?

Wall paint is designed and engineered principally to cover an underlying surface and to provide color in a room. These are relatively straightforward objectives and they are accomplished by paint manufacturers through the use of an inexpensive dispersion medium (typically, water-based acrylic or an oil-based medium) to which a pigment or pigments are added to provide color. Usually, relatively small amounts of pigment are used and then supplemented with extenders whose main purpose is to reduce the amount of expensive pigment required to produce the desired color. This can be done because the quantity of light reflected by wall paint is relatively unimportant.

By contrast, Screen Goo has been specifically engineered to accurately reflect and disperse the complex colored light patterns produced by video projectors. To that end, Screen Goo starts by employing a premium acrylic dispersion with very low light absorption characteristics and excellent durability. To minimize light loss and to ensure color fidelity, Screen Goo uses much greater concentrations of pigment than those found in house paint. These pigments are carefully chosen to accurately reflect the full spectrum of color produced by video projectors as opposed to house paints where the goal is to reflect that portion of the light which produces the single desired color. In addition, Goo Systems employs proprietary dispersion and pigment treatment techniques to maximize the reflective properties of the pigments employed. These techniques require custom built machinery and are very time and labor intensive.

Lastly, unlike wall paint which involves the application of a single product, a Screen Goo application consists of two different products. Screen Goo Reflective Coats provide an ideal reflective surface to which a diffusive, color correct Finish Coat is added. It is the combination of the reflective Reflective Coat and the diffusive Finish Coat which gives a Screen Goo screen its remarkable qualities of high reflectivity, color accuracy, wide viewing angles and excellent contrast. The icing on the cake is the very special sense of image depth, or feeling of looking into the picture that only a Screen Goo screen provides.

Quantity	Coverage Levels			
	Rolled		Sprayed	
	Square Feet	Square Meters	Square Feet	Square Meters
500mL	25.00	2.33	20.00	1.86
1000mL	50.00	4.65	40.00	3.72
2.0L	100.00	9.30	80.00	7.44
3.78L	189.00	17.56	151.20	14.05
16L	800.00	74.33	640.00	59.46

